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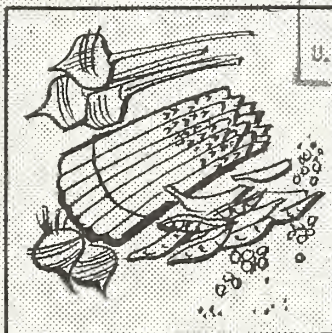
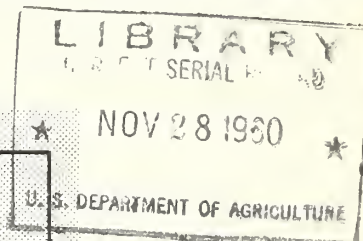


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# ACREAGE-MARKETING GUIDES

NOVEMBER 1960



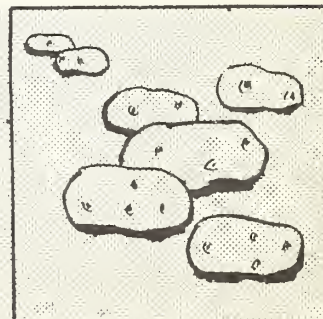
## SPRING VEGETABLES

## SPRING MELONS



Agricultural Marketing Service AMG-17  
UNITED STATES DEPARTMENT OF AGRICULTURE  
Washington, D.C.

## SPRING POTATOES





## FOREWORD

The acreage-marketing guides program is essentially a marketing advisory service for vegetable growers. The program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given due consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed and some of the crop goes to waste.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower can then apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides is voluntary. But when growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.



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## 1961 Acreage Marketing Guides Spring Vegetables, Melons and Potatoes

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The action of every vegetable producer, regardless of the size of his operation, has a significant bearing upon the ultimate market for a given commodity. Therefore, each individual grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1961 acreage of celery be reduced 5 percent from the acreage planted in 1960, every grower of spring season celery should reduce his plantings by 5 percent.

### I. GENERAL REVIEW, 1960 SPRING SEASON

Marketing patterns during the 1960 spring season departed sharply from normal. Adverse weather early in the season, particularly in Florida and Texas, caused extensive acreage losses. Most of the acreage was replanted but crops were late in maturing. Consequently, shipments were light during April and prices moderate to high. But by mid-season abundant supplies were available and low prices prevailed. Distress situations developed for carrots, cucumbers, onions and watermelons; large quantities were abandoned. Marketings of several spring vegetables extended well into the early summer period, creating additional marketing problems. While the season in total was not satisfactory for many growers, there were several bright spots. Small crops of cabbage, cantaloups and Florida tomatoes sold at above average prices. Lettuce growers in the West reduced acreage sharply and experienced favorable spring markets for the first time in several years. A large potato crop sold at moderate prices.

### II. SUMMARY OF RECOMMENDATIONS, 1961 SPRING SEASON

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Spring Vegetables: The 1961 aggregate acreage guide for 17 spring vegetables is a planted acreage 4 percent more than in 1960. Production from such an acreage would be 2 percent less than 1960.

Spring Melons: The 1961 guides suggest a 10 percent increase in cantaloup acreage and a 5 percent larger watermelon acreage. Production of cantaloups in 1961 would be up 6 percent but the watermelon crop down about a fourth.

Spring Potatoes: The 1961 acreage guide for early spring potatoes is a planted acreage 3 percent less than in 1960. The guide for late spring potatoes is a planted acreage 6 percent below 1960. The recommended acreages, with average yields, will result in a total spring production 4 percent less than in 1960.

Specific acreage recommendations for 1961 spring vegetables are as follows:

Commodity	Percentage change in 1961 planted acreage compared with 1960 Percent
Lima Beans	Plus 10
Snap Beans (early)	Florida: Minus 10
(mid)	Texas: No change
(late)	South Carolina: Minus 5
Broccoli (early)	All other states: No change
(late)	No change
Cabbage (early)	No change
(late)	No change
Carrots	Plus 5
Cauliflower (early)	No change
(late)	Minus 20
Celery	Minus 5
Sweet Corn (early)	No change
(late)	Plus 5
Cucumbers (early)	Minus 5
(late)	No change
Eggplant	No change
Lettuce (early)	Minus 20
(late)	Plus 5
Onions (early)	No change
(late)	No change
Peas (early)	California and Arizona: Minus 15
Green Peppers	All other states: No change
Shallots	No change
Spinach	No change
Tomatoes (early)	No change
(late)	Florida and Texas: Plus 30
Spring Melons	California: Plus 5
Cantaloups	Georgia: Plus 50
Watermelons	All other states: Plus 5
Plus 10	
Plus 5	



### III. DEMAND FOR SPRING VEGETABLES IN 1961

Demand for vegetables is expected to continue high in the spring of 1961. Consumer incomes in the first nine months of this year have been running about 5 percent above a year ago and for 1961 as a whole are expected to total higher. With a continued high level of consumer demand, prices for spring vegetables will depend largely on volume produced and timeliness of harvest. A prospective increase in Government expenditures, a continued though moderate increase in consumer buying, and possibly some increase in residential construction in 1961 should largely offset any weakness that may develop in business investment and inventory demand.

The consumer market accounted for about 60 percent of the rise in the economy's gross expenditure for goods and services over the past year. Rising consumer incomes were the main contributor to increased consumer buying, but the increase was partly at the expense of personal savings and partly credit financed. Neither income increases nor credit extensions in 1961 are likely to be the basis for as much expansion in the consumer market as in 1960. However, the uptrend in consumer expenditures for services and food is expected to continue.

Government purchases of goods and services in the third quarter of 1960 were up more than 2 percent from a year ago. Federal expenditures were slightly less due to smaller expenditures for national defense, but increased spending by State and local Governments was more than offsetting. During 1961, Federal Government purchases will continue to rise, reflecting larger outlays for defense, space, health and welfare programs, agriculture and veterans' housing. Expenditures by State and local Governments are expected to increase in line with the trend of recent years, with higher construction outlays for highways and other facilities, and increased compensation for employees.

Economic trends in recent months indicate new plant expansion may level out and perhaps decline some in 1961. With supplies generally easy and plants operating well below capacity, there is no great pressure for plant expansion. Business investment in inventories may decline further in coming months. Business inventories rose rapidly in the first half of 1960 and added materially to the level of economic activity. The rate of build-up slowed during the second quarter and some liquidation in manufacturing and trade inventories was reported in July and August.

Outlays for new construction in the first three quarters of this year were at a seasonally adjusted annual rate of \$40.5 billion, about unchanged from the year earlier. A decline in residential nonfarm construction was about offset by increased investment in other types of new construction. Outlays for construction are likely to be well maintained in coming months and may rise some in 1961. Increased availability of mortgage funds and lower interest rates should contribute to some increase in residential construction from reduced levels this year. But the relatively high level of vacancies for residential rental properties will tend to moderate any upturn.

#### IV. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Farm machinery, trucks, repair parts, and fuels should continue in plentiful supply through the 1961 spring season. Supplies of fertilizer will be adequate. However, the need for the variety of materials demanded in an industry growing in complexity may create local shortages of specialized forms. Ample supplies of established kinds of insecticides, fungicides, and weed killers will be available. Newer materials, often developed for special purposes, may be in limited supply.

Indications are that the supply of all types of containers and protective wrapping materials for harvesting, transporting, and marketing the 1961 vegetable crop will be adequate. There is ample inventory and production capacity in the container industries to meet all requirements.

#### V. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the available marketing information, the Department attempts to aid growers in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers should take measures to evaluate carefully their potential outlets.

#### VI. FOREIGN TRADE, SPRING VEGETABLES

Imports: Imports of seven vegetables in the spring of 1960 amounted to 352 million pounds compared to 371 million pounds in 1959. There was a sharp decrease in onion and potato imports. There was a large U. S. crop of these two commodities. Imports of peppers also were down sharply. There was an increase in the imports of all other spring vegetables.

Prospects for 1960-61 indicate an increase in the acreages planted in Mexico. The acreage was large last season. However, there was excessive damage from heavy rains and floods that occurred in late January and early February in the principal production area on the west coast. If growing conditions are average in Mexico, there should be a substantial increase in the volume of vegetables available for export. Production of all winter vegetables in Cuba will be taken over by INRA. This is a Government agency and they have not announced their plans for the 1960-61 season.

Exports: Spring vegetable exports in 1960 amounted to 541 million pounds compared to 428 million pounds in 1959. The largest increase occurred for potatoes, mostly new potatoes. This sharp increase was caused by a short storage crop of potatoes in Canada and the relatively high price in that country. Most other vegetables showed a slight increase with tomatoes being the principal exception. The smaller export of tomatoes was largely a result of the weather damage to the U. S. tomato crops.



SPRING VEGETABLES: Monthly imports into the United States, 1960

Commodity and :	1960				: March-June Total	
Country of Origin:	March	April	May	June	1960	1959
	- - - - - 1,000 pounds - - - - -					
<u>Cantaloups</u>						
Mexico	11,195	13,630	44,557	6,313	75,695	55,381
Cuba	0	0	0	0	0	73
Total 1/	11,195	13,630	44,557	6,313	75,695	55,493
<u>Cucumbers</u>						
Mexico	1,043	1,535	477	32	3,087	2,539
Canada	33	499	612	65	1,209	114
Cuba	7,716	2,260	154	0	10,130	2,982
Bahamas	2,010	1,828	750	0	4,588	71
Total 1/	10,815	6,210	1,999	97	19,121	5,706
<u>Onions</u>						
Mexico	6,222	133	0	14	6,369	12,188
Chile	4,554	2,794	30	38	7,416	24,095
Egypt	0	0	0	0	0	5,816
Italy	0	0	112	1,129	1,241	3,086
Total 1/	10,778	2,927	217	1,180	15,102	49,971
<u>Peppers</u>						
Mexico	3,546	2,292	1,699	460	7,997	12,610
Cuba	209	50	8	5	272	344
Total 1/	3,804	2,374	1,727	485	8,390	12,972
<u>Potatoes</u> 2/						
Canada:						
Seed	2,448	4,971	1,783	107	9,309	25,392
Table	740	394	384	16	1,534	12,585
Total	3,188	5,365	2,167	123	10,843	37,977
<u>Tomatoes</u>						
Mexico	53,919	38,663	22,943	3,160	118,685	145,542
Cuba	19,115	6,694	229	0	26,038	4,578
Bahamas	2,218	2,681	772	0	5,671	187
Total 1/	76,199	48,751	24,061	3,160	152,171	151,271
<u>Watermelons</u>						
Mexico	10,746	9,675	35,590	14,408	70,419	57,381
Cuba	142	108	0	3	253	81
Total	10,888	9,783	35,590	14,411	70,672	57,462

1/ May include small amounts from other areas.

2/ Includes all potatoes.

Source: Bureau of the Census.

SPRING VEGETABLES: Exports from United States, March through June 1960,  
with comparisons for 1959

Commodity	March-June 1960		March-June Total	
	Canada	Other	1960	1959
	- - - - - 1,000 pounds - - - - -			
Beans, fresh	5,354	64	5,418	4,605
Cabbage	40,591	196	40,787	38,762
Carrots	60,731	551	61,282	50,368
Celery	43,145	243	43,388	42,675
Lettuce	64,355	951	65,306	63,751
Onions	36,701	9,445	46,146	46,940
Peppers	4,354	113	4,467	3,203
Potatoes <sup>1/</sup>	219,746	3,597	223,343	115,384
Tomatoes	28,478	298	28,776	35,826
Watermelons	21,769	324	22,093	26,199

<sup>1/</sup> Includes all potatoes.

Source: Bureau of the Census.

VII. CANNED AND FROZEN VEGETABLES

Supplies of all processed vegetables were relatively large during the 1959-60 marketing season. Stocks of canned sweet corn, canned peas and frozen spinach were particularly heavy. However, extensive damage to fresh vegetables during the winter stimulated consumers' demands for the processed products. The disappearance rate of all commodities was maintained at high levels. By April 1, holdings had been reduced to moderate levels.

Preliminary data indicate a total 1960 canned pack about the same as in 1959. Packs of snap beans, lima beans, beets, carrots, tomatoes and tomato products may equal or exceed 1959. But sweet corn may be down moderately and the green pea pack was substantially smaller. Indicated packs, plus carryovers, are expected to result in a canned supply about equal to that in 1959-60. Larger packs appear likely for all frozen vegetables. However, most of the increase is likely to be offset by reduced carryovers; supplies in 1960-61 may be only slightly larger than in 1959-60. If the movement of processed vegetables approaches that of recent years, available supplies during the spring of 1961 probably will be smaller than a year earlier. They will, however, be adequate to satisfy consumer needs and will continue to offer significant competition to fresh vegetables.



SUPPLIES OF CANNED AND FROZEN VEGETABLES,  
MARKETING SEASONS 1958-59 AND 1959-60

Commodity	Total Supply		April 1 Stocks	
	: 1958-59	: 1959-60	: 1959	: 1960
Million cases 24/303's				

Canned Vegetables 1/

Lima Beans	4.3	4.4	2/ 1.9	2/ 1.7
Snap Beans	41.2	40.9	15.0	12.2
Beets	14.5	14.2	2/ 6.7	2/ 5.9
Carrots	5.9	5.5	2/ 2.6	2/ 2.8
Sweet Corn	41.9	47.2	15.6	17.5
Green Peas	49.4	46.0	20.1	15.0
Spinach	9.3	10.8	3/ 2.1	3/ 3.1
Tomatoes	43.7	40.9	16.9	12.8

Frozen Vegetables

Million Pounds

Lima Beans	167.5	152.5	73.5	52.5
Snap Beans	180.6	184.3	57.5	46.9
Broccoli	131.3	139.6	52.8	44.7
Cauliflower	40.4	44.6	16.2	10.3
Sweet Corn	147.5	151.9	49.5	45.1
Green Peas	368.8	389.5	114.7	116.1
Spinach	122.3	141.4	28.6	37.4

1/ Includes canners and distributors stocks.

2/ Interpolation.

3/ March 1 stocks.

National Canners Association, National Association of Frozen Food Packers,  
Census Bureau, U. S. Department of Commerce and AMS, USDA.

Spring Vegetables: 1961 Planted Acreage Guide With Comparisons

Commodity	Planted Acreage					Percent Acreage Guide is of:			
	1961	1960	1954-58	1949-53	1960	1954-58	1949-53		
	Guide	Prel.	1959	Average	Average	Prel.	1959	Average	Average
	- - - - - Thousand Acres - - - - -					- - - - - Percent - - - - -			
Beans, Lima	3.1	2.8	3.0	4.2	5.9	111	103	74	53
Beans, Snap									
Early	16.9	18.6	14.0	17.3	22.3	91	121	98	76
Mid	15.5	15.8	16.0	17.3	22.2	98	97	90	70
Late	15.9	15.9	17.1	18.1	21.5	100	93	88	74
Broccoli									
Early	13.2	13.2	13.3	12.7	9.3	100	99	104	142
Late	1.0	1.0	.9	.8	.7	100	111	125	143
Cabbage									
Early	14.8	14.1	15.8	18.4	21.4	105	94	80	69
Late	7.8	7.8	8.6	8.8	9.8	100	91	89	80
Carrots	1.5	1.9	1.5	2.2	2.9	79	100	68	52
Cauliflower									
Early	8.2	8.6	8.1	7.3	7.3	95	101	112	112
Late	.4	.4	.4	.3	.3	100	100	133	133
Celery	7.8	8.2	8.7	7.4	6.3	95	90	105	124
Corn, Sweet									
Early	40.0	40.0	38.4	37.7	35.1	100	104	106	114
Late	12.5	11.9	14.1	14.0	17.6	105	89	89	71
Cucumbers									
Early	12.1	12.8	11.2	13.5	12.9	95	108	90	94
Late	12.6	12.6	13.6	13.7	14.6	100	93	92	86
Eggplant	1.0	1.3	1.1	1.1	1.3	77	91	91	77
Lettuce									
Early	44.6	42.4	53.3	46.9	48.2	105	84	95	93
Late	7.2	7.2	7.6	8.1	8.2	100	95	89	88
Onions									
Early	29.5	29.5	34.0	38.0	45.9	100	87	78	64
Late	9.4	10.4	12.9	13.7	17.0	90	73	69	55
Peas, Green									
Early	3.3	3.3	3.9	5.0	8.5	100	85	66	39
Peppers, Green	8.6	8.6	8.6	8.7	8.4	100	100	99	102
Shallots	1.4	1.4	1.9	2.5	2.2	100	74	56	64
Spinach	7.0	7.0	7.0	8.9	12.6	100	100	79	56
Tomatoes									
Early	53.1	41.7	47.3	59.6	59.9	127	112	89	89
Late	23.4	20.2	25.5	43.8	47.6	116	92	53	49
Total	371.8	358.6	387.8	430.0	469.9	104	96	86	79

Spring Vegetables: 1961 Probable Production With Comparisons

Commodity	Production <sup>2/</sup>					: Probable Production from			
						: Acreage Guide as percent of:			
	1961 <sup>1/</sup>	1960	1954-58	1949-53	1960	1954-58	1949-53		
	: Guide	: Prel.	: 1959	: Average	: Average	: Prel.	: 1959	: Average	: Average
	- - - - - 1,000 tons - - - - -					- - - - - Percent - - - - -			
Beans, Lima	3.5	3.5	3.1	4.8	6.4	100	113	73	55
Beans, Snap									
Early	27.4	31.4	16.8	26.4	31.6	87	163	104	87
Mid	17.4	16.0	18.5	19.4	21.2	109	94	90	82
Late	32.6	33.8	37.0	36.6	38.7	96	88	89	84
Broccoli									
Early	44.2	49.5	49.9	38.8	27.0	89	89	114	164
Late	4.0	3.4	3.4	3.6	2.2	118	118	111	182
Cabbage									
Early	90.6	79.6	92.2	113.0	128.3	114	98	80	71
Late	48.9	50.4	52.5	55.4	58.5	97	93	88	84
Carrots	16.6	20.4	18.4	21.7	32.0	81	90	76	52
Cauliflower									
Early	66.0	71.0	67.2	54.6	58.4	93	98	121	113
Late	3.5	3.3	2.8	3.3	3.2	106	125	106	109
Celery	169.2	173.4	180.1	187.0	163.0	98	94	90	104
Corn, Sweet									
Early	136.8	140.7	121.2	124.0	93.6	97	113	110	146
Late	36.4	32.2	42.6	39.8	40.5	113	85	91	90
Cucumbers									
Early	40.2	45.0	39.7	47.0	39.6	89	101	86	102
Late	41.2	42.0	43.3	44.2	42.5	98	95	93	97
Eggplant	5.8	7.5	5.8	6.5	7.1	77	100	89	82
Lettuce									
Early	330.8	348.4	360.0	310.0	283.7	95	92	107	117
Late	54.0	53.8	50.6	60.4	54.6	100	107	89	99
Onions									
Early	125.9	137.5	107.2	137.7	92.0	92	117	91	137
Late	103.6	110.5	141.4	96.4	107.8	94	73	107	96
Peas, Green									
Early	6.1	6.1	8.0	7.4	14.1	100	76	82	43
Peppers, Green	24.4	28.5	15.1	24.0	24.7	86	162	102	99
Shallots	1.4	1.1	1.3	3.0	3.0	127	108	47	47
Spinach	20.4	18.2	19.6	26.0	37.3	112	104	78	55
Tomatoes									
Early	190.0	172.8	202.0	196.2	180.2	110	94	97	105
Late	41.6	37.0	51.6	64.5	70.4	112	81	64	59
Total	1,682.5	1,717.0	1,751.3	1,751.7	1,661.6	98	96	96	101

1/ Computed: planted acreage guide for 1961 spring vegetables less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual statement for particulars.

# Spring Melons: 1961 Planted Acreage Guides With Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:			
	: 1961 : Guide	: 1960 : Prel.	: 1959 : Average	: 1954-58 : Average	: 1949-53 : Average	: 1960 : Prel.	: 1959 : Average	: 1949-53 : Average
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
			Acres				Percent	
Cantaloups	32,800	29,800	33,400	46,120	35,720	110	98	71
Watermelons	87,800	83,600	85,700	107,520	81,900	105	102	82
								107
Total	120,600	113,400	119,100	153,640	117,620	106	101	78
								103

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## Spring Melons: 1961 Probable Production With Comparisons

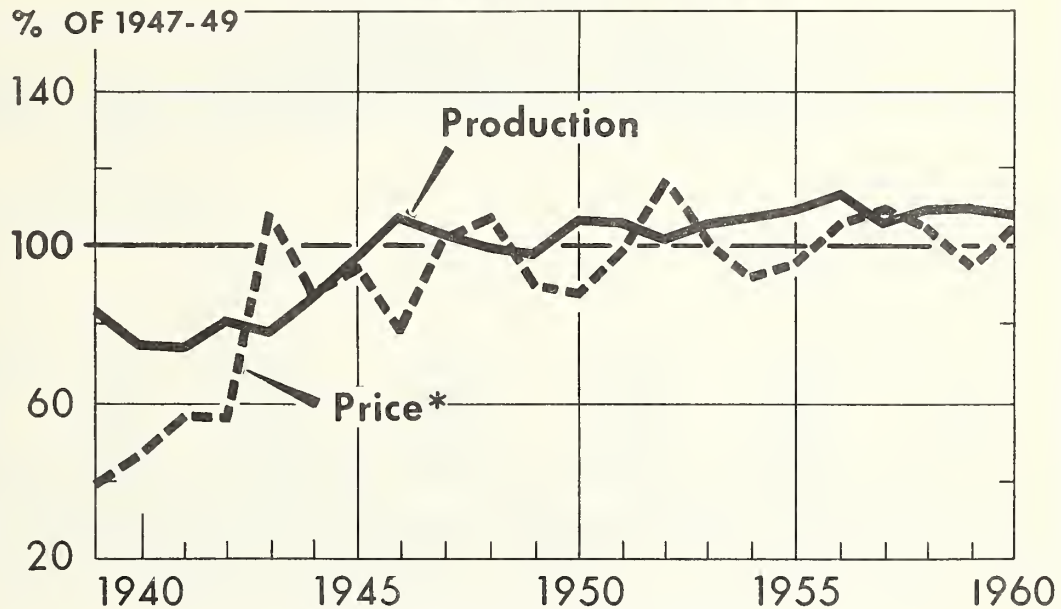
Commodity	Production 2/				Probable Production from Acreage Guide as Percent of:			
	: 1961 1/ : Guide	: 1960 : Prel.	: 1959 : Average	: 1954-58 : Average	: 1949-53 : Average	: 1960 : Prel.	: 1959 : Average	: 1949-53 : Average
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
			Tons				Percent	
Cantaloups	176,800	167,350	203,200	204,000	180,250	106	87	98
Watermelons	381,500	492,850	323,100	462,700	310,800	77	118	82
								123
Total	558,300	660,200	526,300	666,700	491,050	85	106	84
								114

1/ Computed: Planted acreage guide for 1961 spring melons, less normal abandonment, times average yield.

2/ Includes some quantities not marketed. See individual tables for particulars.



## SPRING COMMERCIAL VEGETABLES FOR FRESH MARKET



\* SEASON AVERAGE PRICE RECEIVED BY FARMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1812-60 (10) AGRICULTURAL MARKETING SERVICE

Total vegetable production in 1960 was only slightly smaller than in 1959. Prices in the aggregate averaged about 9 percent higher, principally because of more favorable returns for cabbage, lettuce, and tomatoes. Supplies of these commodities were smaller than in 1959. But production of sweet corn, carrots, cucumbers, eggplant, onions and green peppers was larger and prices were low.

1961 Acreage-Marketing Guides  
Spring Vegetables

Lima Beans

(Florida and South Carolina)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
<u>1961 Acreage Guide and Probable Production</u>							
(planted acreage 10 percent more than in 1960)							
	3,100		1/ 23	70			
<u>Background Statistics</u>							
1960 Prel.	2,800	2,700	26	70	9.23		646
1959	3,000	2,700	23	62	11.71		726
1954-58 Average	4,200	4,060	24	2/ 96	9.21		845
1949-53 "	5,870	5,800	22	2/ 127	8.85		1,088

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1950, 8 in 1952, 9 in 1955, 3 in 1957, and 3 in 1958.

Comparisons and Comments: The long-time decline in spring acreage continued in 1960 when both states cut plantings by 7 percent. Unfavorable weather prevailed in early season and was the principal reason for the smaller acreage. Some replanting was necessary in both states. Although delayed, the Florida crop developed well and yields were above average. However, early frosts and dry weather later in the season limited the South Carolina crop. Total production was 13 percent more than in 1959 but 27 percent below the 1954-58 average. Florida growers received high prices for early offerings but returns dropped to moderate levels as shipments approached peak volume. Season average prices in both states were below the high levels of 1959 but about equal to the 1954-58 average. With a more normal market pattern in 1961, growers probably can profitably market a supply equal to that of 1960. Although supplies of both canned and frozen lima beans were substantially below average in early 1960, they were ample for market requirements. Current indications of a large pack suggest an adequate supply of processed lima beans in 1961.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage, with a normal abandonment of 2 percent and a 1955-59 average yield, will result in a production equal to 1960.

1961 Acreage-Marketing Guides  
Spring Vegetables

Snap Beans - Early Spring

(Texas and Florida)

Year	: Acreage	: Yield	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1961 Acreage Guide and Probable Production

(see 1961 guide below)

16,900                      1/ 36                      548

Background Statistics

1960 Prel.	18,600	16,600	38	627	8.54	5,354
1959	14,000	11,900	28	335	10.64	3,566
1954-58 Average	17,280	14,900	35	2/ 529	9.09	4,523
1949-53 "	22,300	20,300	31	2/ 633	8.26	4,415

1/ 1954-58 yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 107 in 1949, 77 in 1950, 291 in 1951, 41 in 1955, 24 in 1956 and 65 in 1958.

Comparisons and Comments: Early spring acreage was increased substantially in 1960. In Florida, where most of the production occurs, planted acreage was 8 percent above the 1954-58 average. Unfavorable weather interfered with production schedules in the Everglades and in central and north Florida during February and March but crops developed fairly well later in the season. Losses from heavy April rains were confined mostly to the pole bean crop in the Dade County area. In Texas, where acreage was increased moderately, growing conditions were favorable. An above average yield was obtained and production was 87 percent more than the small crop in 1959. Shipments increased rapidly early in April, reached a peak by mid-month, and continued at about a 400 car per week level through mid-May. Prices declined sharply to a moderate level for supplies from Pompano in April and reached fairly low levels as the harvest in the Everglades area became active late in the month. A light volume of pole beans from Plant City sold at fairly high prices in early May. The upward trend in the disappearance of processed beans and the prospective supply indicates they will continue to compete strongly with the fresh.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960 in Florida and equal to 1960 in Texas. Such acreages, with a normal abandonment of 10 percent in Florida and 1954-58 average yields by states, would result in a production 13 percent less than in 1960 but 4 percent more than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Mississippi, and Louisiana)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(see 1961 guide  
below)

15,500

1/ 23

349

Background Statistics

1960 Prel.	15,800	15,800	20	321	7.02	2,252
1959	16,000	16,000	23	370	7.37	2,728
1954-58 Average	17,330	16,950	23	<u>2</u> / 387	7.29	2,728
1949-53 "	22,160	22,040	19	423	7.80	3,262

1/ 1954-58 average yield by states.

2/ Includes 9,000 cwt. not marketed in 1955 and excluded in computing value.

Comparisons and Comments: The total mid-spring acreage in 1960 was less than in 1959. Moderate increases in South Carolina and Georgia were more than offset by declines in all other states. Early plantings in the southeastern states developed poorly because of the unusually cool temperatures in early March. Considerable replanting was reported. Later in the season, dry weather limited production. Average yield was 13 percent less than in 1959 and the 1954-58 average. As a result of the reduced acreage and low yields, production was much less than in 1959. A fair volume of marketings were available from Louisiana by mid-May but volume harvesting in the other states, primarily South Carolina, was about a week later than usual. Volume increased rapidly, however, and a peak occurred in late May and the first few days of June. More important, a larger than usual proportion of the mid-spring crop was sold in June in competition with abundant supplies from the late spring producing states. Prices were low. With normal timing of harvest, growers could market profitably a crop larger than in 1960. However, a sufficient supply would be obtained in 1961 from a smaller acreage, provided yields are average.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960 in South Carolina and equal to 1960 in all other states. Such an acreage, with no abandonment and 1954-58 average yields by states, would result in a production 9 percent more than in 1960 but 10 percent less than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Snap Beans - Late Spring

(Arkansas, California, Maryland, New Jersey, North Carolina and Virginia)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and Probable Production

(planted acreage equal to 1960)

15,900

1/ 41

652

Background Statistics

1960 Prel.	15,900	15,900	42	675	7.26	4,898
1959	17,100	17,100	43	741	7.96	5,897
1954-58 Average	18,100	18,020	41	2/ 731	8.86	6,316
1949-53 "	21,540	21,540	36	2/ 774	7.52	5,787

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 6 in 1949, 18 in 1954, 48 in 1955, and 12 in 1957.

Comparisons and Comments: Late spring acreage was reduced in 1960 to a level 12 percent less than the 1954-58 average. Some decline occurred in all states. After some delay in planting in the East, crops developed well with generally favorable weather in May. By the end of June, however, dry conditions had adversely affected yields in North Carolina. Yields in Virginia were high. The total production in the eastern states was 10 percent above 1959 as larger crops, particularly in Virginia, more than offset a smaller crop in North Carolina. In mid-June, marketings from Virginia and North Carolina were heavy. This, combined with an above-average volume from several mid-spring states, resulted in a total market volume that was excessive and depressed prices to relatively low levels. Prices improved somewhat in late June but season average prices were low in all states. In California, wind and rain damage lowered yields in the San Diego area. Production in California was 37 percent less than in 1959. Volume from California areas ranged from light in May to moderate during most of June and July. Prices were a little lower than in 1959. A relatively large supply of both canned and frozen snap beans will likely be available in the spring of 1961.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with a 1954-58 average yield, will result in a production 3 percent less than in 1960 and 11 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Broccoli - Early Spring

(California)

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960)

13,200

1/ 67

884

Background Statistics

1960 Prel.	13,200	13,200	75	990	7.68	7,608
1959	13,300	13,300	75	998	7.39	7,374
1954-58 Average	12,740	12,420	63	777	7.15	5,581
1949-53 "	9,260	9,260	58	540	8.57	4,568
1/ 1956-60 average yield.						

Comparisons and Comments: The acreage of spring broccoli in 1960 was about the same as in 1959 but 4 percent more than the 1954-58 average. With an above average yield, production was 27 percent more than the 1954-58 average and near the record high level of 1959. Movement of supplies to fresh market and to processors from the central coast areas of Santa Maria and Salinas increased gradually through February and early March. Volume to both outlets was heaviest in late March and early April. Freezers continued fairly active through May and, as in 1959, the pack was heavy. Total shipments to fresh market were about a fifth less than the 1957-59 average. At the peak of the season, prices were well above the low level in 1959. Total disappearance of frozen broccoli in the year ending September 1, 1960, was about a fourth more than average for the five most recent seasons. However, an acreage equal to that in 1960 should provide ample supplies for 1961.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with no abandonment and a 1956-60 average yield, will result in a production 11 percent less than in 1960 but 14 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Broccoli - Late Spring

(New Jersey and Virginia)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960)

980

1/ 81

79

Background Statistics

1960 Prel.	980	980	70	69	7.46	515
1959	900	900	75	68	6.70	456
1954-58 Average	800	800	89	71	8.82	620
1949-53 "	670	670	66	43	9.19	386

1/ 1957-60 average yield.

Comparisons and Comments: The acreage of late spring broccoli planted in New Jersey was unchanged from 1959. There was a small acreage in Virginia in 1960; this state reported no production in 1959. Total acreage was 9 percent more than the 1954-58 average. The crops in both states developed well with generally favorable cool weather conditions and adequate moisture. Later in the season, however, yields in New Jersey were limited by hot weather. The group total production was equal to 1959 but 3 percent less than the 1954-58 average. Quality was good and the bulk of the crop going to the fresh market sold at moderate to fairly high prices. A few carlots were reported on fresh markets from Virginia in late May and early June. A steady volume was marketed from New Jersey during June and July. Season average prices in New Jersey were slightly higher than in 1959. The 1960 group average price also reflects the addition of production in Virginia where average prices are usually higher. An acreage equal to 1960 should provide ample supplies for the limited market for broccoli at this time of the year.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with no abandonment and a 1957-60 average yield, will result in a production 14 percent more than in 1960 and 11 percent more than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Cabbage - Early Spring

(Alabama, California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage 5 percent  
more than 1960) 14,800

1/ 125 1,813

Background Statistics

1960 Prel.	14,100	13,200	121	1,592	3.18	5,059
1959	15,850	15,450	119	2/ 1,844	1.59	2,876
1954-58 Average	18,360	18,140	125	2/ 2,261	1.74	3,724
1949-53 "	21,420	20,780	125	2/ 2,566	1.89	4,487

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 36 in 1949, 70 in 1950, 40 in 1951, 135 in 1953, 64 in 1954, 80 in 1955, 174 in 1956, 112 in 1957, 96 in 1958, and 30 in 1959.

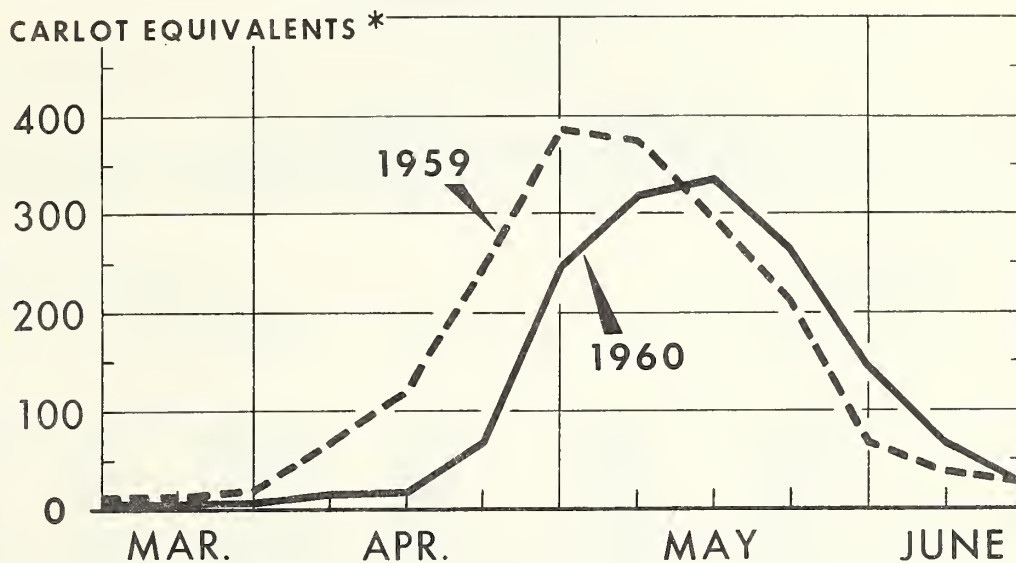
Comparisons and Comments: In 1960, growers reduced plantings in all states except South Carolina. Growing conditions were generally favorable in California but in the eastern states cold and wet early season weather delayed planting and retarded crop development. Yields were moderately below average in most states. Total production was the smallest on record, 30 percent below the 1954-58 average. Most of this reduction occurred in Louisiana and Mississippi. The lateness of the crop benefited early season prices by reducing overlap with large winter-crop supplies. Prices were at high levels throughout May when the bulk of the crop was marketed, then declined in early June as harvest became more active in later areas. For the season, prices in the East were well above average and highest since 1952. Most of the California crop was sold within the state at prices twice those of a year ago. In 1961, early spring growers should be able to market successfully a crop moderately larger than the one grown in 1960. However, with a more normal harvest pattern in 1961, growers should expect intensive competition from a large winter crop.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with a normal abandonment of 2 percent and a 1955-59 average yield, will result in a production 14 percent larger than in 1960 but 16 percent below the 1955-59 average.



## EARLY SPRING CABBAGE SUPPLIES

*Unloads at 38 Cities*



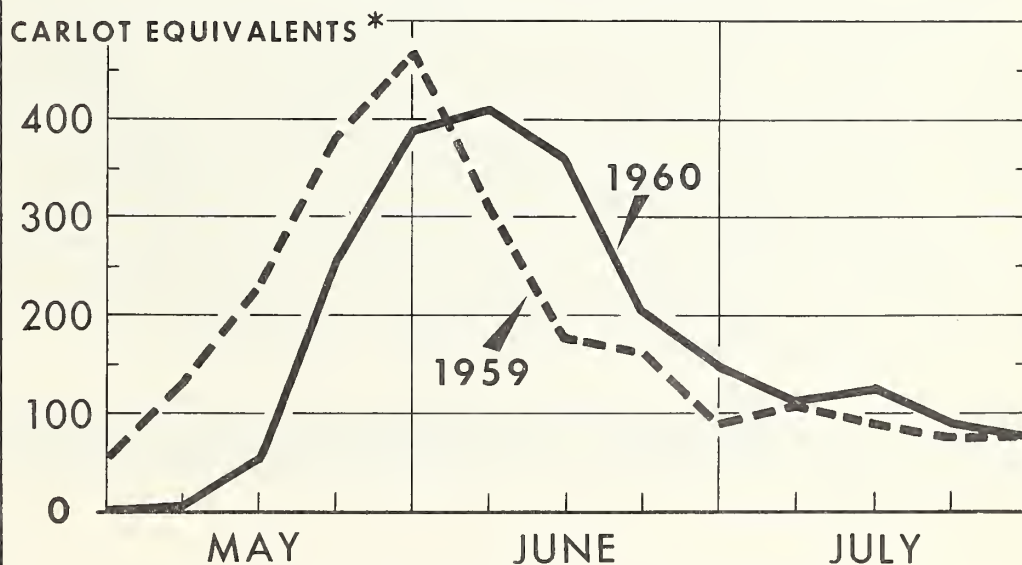
\* TOTAL U. S., RAIL AND TRUCK FROM ALA., GA., LA., MISS. AND S. C.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8094-60 (9) AGRICULTURAL MARKETING SERVICE

## LATE SPRING CABBAGE SUPPLIES

*Unloads at 38 Cities*



\* TOTAL U. S. RAIL AND TRUCK FROM MD., MO., N. C. OHIO, TENN. AND VA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8095-60 (9) AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides  
Spring Vegetables

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina and Tennessee)

Year	: Acreage : :Planted:For Harvest : (acres)	Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960) 7,800

1/ 128 978

Background Statistics

1960 Prel.	7,750	7,550	134	2/ 1,009	2.32	2,228
1959	8,550	8,200	128	2/ 1,050	2.01	2,042
1954-58 Average	8,826	8,586	129	2/ 1,108	1.98	2,025
1949-53 "	9,772	9,672	121	2/ 1,170	2.19	2,232

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 88 in 1949, 150 in 1950, 294 in 1951, 20 in 1952, 74 in 1953, 168 in 1954, 120 in 1955, 128 in 1958, 35 in 1959, and 47 in 1960.

Comparisons and Comments: Production of late spring cabbage is fairly stable, ranging near one million hundredweight annually. The 1960 crop continued in this pattern but was 4 percent smaller than that of the preceding year. Planted acreage was 9 percent less than in 1959 as a result of cuts in all states except Virginia. Tennessee accounted for half of the reduction with a 400 acre decrease. The crop was delayed in several states by unfavorable weather and serious overlap with early spring supplies was averted. Yields were average or above in all states except North Carolina where poor stands and a high incidence of seeders limited the crop. Late spring growers benefited from the shortness of the early spring crop, receiving high prices for their offerings during the first half of the season. Prices declined steadily during June as summer areas began cutting. For the season, prices averaged moderately above last year and highest since 1955. An equal acreage in 1961 should produce ample supplies for market requirements.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 2 percent and a 1955-59 average yield, will result in a production 3 percent below 1960 and 10 percent less than the 1955-59 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Carrots

(Arizona)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 20 percent less than 1960) 1,500

1/ 221 332

Background Statistics

1960 Prel.	2/ 1,900	1,900	215	3/ 408	3.95	703
1959	1,500	1,500	245	368	3.65	1,343
1954-58 Average	2,220	2,180	206	434	4.24	1,837
1949-53 "	2,940	2,900	221	3/ 641	3.60	2,150

1/ 1956-59 average yield.

2/ Includes 900 acres originally planted for winter harvest.

3/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 40 in 1949, 176 in 1950, and 230 in 1960.

Comparisons and Comments: Spring acreage was 27 percent larger than in 1959 but 14 percent below the 1954-58 average. The increase reflected a holdover of acreage originally planned for winter harvest. Cold weather slowed growth but no serious damage resulted and the crop developed satisfactorily. Yields were considerably below the high levels of 1959 but production turned out 11 percent larger. Sharply increased acreages in Texas and California produced record large winter supplies and Arizona growers found a dull market for their spring crop. Harvesting was restrained and volume movement did not occur until early June, several weeks later than normal. Growers were unable to recover from the delay and shipments never reached the normal levels of recent years. Over half of the crop was left unsold. Season average prices were moderate for that portion of the crop that was marketed. However, total crop value was smallest since 1941. Arizona growers should anticipate continued intensive competition from California and Texas supplies and consider a substantial acreage reduction of spring season acreage in 1961.

1961 Guide: The 1961 guide is a planted acreage 20 percent less than in 1960. Such an acreage with no abandonment and a 1956-59 average yield will result in a production 19 percent less than in 1960.



1961 Acreage-Marketing Guides  
Spring Vegetables

Cauliflower - Early Spring

(California)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	Price : (\$ per	: Value (\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)	cwt.)	

1961 Acreage Guide and  
Probable Production

(planted acreage 5 percent  
less than 1960) 8,200

1/ 161

1,320

Background Statistics

1960 Prel.	8,600	8,600	165	1,419	2.91	4,126
1959	8,100	7,900	170	1,343	2.94	3,944
1954-58 Average	7,280	6,920	158	1,093	3.40	3,714
1949-53 "	7,320	7,240	162	1,167	3.31	3,865

1/ 1955-59 average yield.

Comparisons and Comments: Early spring production was slightly more than the relatively large 1959 crop. The increase was due largely to heavier demands from freezers. Some increase in plantings for fresh market were reported but movement to those outlets was less than in 1959. On a calendar year basis, the California frozen pack makes up about half of the U. S. total. In 1960, about 30 percent of the spring crop was sold to freezers. Wet weather during February interrupted harvesting operations but crop damage was light. Fresh market prices were relatively low in late March as harvest reached a peak, but increased substantially as volume declined throughout April. A comparatively light volume was available for fresh market during May and June. Freezers were active from mid-March through late April. During the 1959-60 season, the disappearance of frozen cauliflower was nearly a fifth larger than in 1958-59 and about 10 percent more than the 1954-58 average of 31.9 million pounds. However, an expected increase in the fall pack would mean that a smaller quantity than in 1960 will be required from the 1961 spring crop.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 7 percent less than in 1960 but 21 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Cauliflower - Late Spring

(New Jersey)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960)

350

1/ 200

70

Background Statistics

1960 Prel.	350	350	190	66	3.75	248
1959	350	350	160	56	2.95	165
1954-58 Average	290	280	235	66	3.89	253
1949-53 "	280	280	233	64	4.73	303

1/ 1956-59 average yield.

Comparisons and Comments: The 1960 acreage of late spring cauliflower was equal to 1959. A part of the plantings are grown in frames for mid-May marketing but the bulk of the crop is grown by conventional methods for marketing during June. With favorably cool weather, the average yield in 1960 was moderately above that in 1959. Yields in recent years have been much less than the average of 264 cwt. during the 1951-55 period of years. 1960 production was much larger than in each of the past three years but about equal to the 1949-58 average. By mid-June, when harvesting was most active in New Jersey, significant quantities also were available from market garden areas. The higher season average price than in 1959 reflects higher prices during late May and late June for above average quality. Frozen supplies were much smaller than usual in 1960 but are likely to be at least moderately larger in 1961.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with no abandonment and a 1956-59 average yield, would result in a production 6 percent more than in 1960 and the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Celery

(Florida and California)

Year	Acreage		Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre				
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1961 Acreage Guide and Probable Production

(planted acreage 5 percent less than 1960)      7,800

1/ 451      3,384

Background Statistics

1960 Prel.	8,200	7,700	451	3,469	3.04	10,557
1959	8,700	8,300	434	<u>2/</u> 3,602	2.77	9,067
1954-58 Average	7,400	7,120	527	<u>2/</u> 3,741	4.04	14,339
1949-53 "	6,340	6,220	525	<u>2/</u> 3,260	3.92	12,601

1/ 1957-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 95 in 1949, 58 in 1950, 26 in 1951, 14 in 1952, 16 in 1953, 274 in 1954, 66 in 1955, 29 in 1956, and 334 in 1959.

Comparisons and Comments: Production in Florida was 11 percent less than in 1959 but California production increased slightly. Both states reported a moderate reduction in acreage. In California, more acreage was planted in Orange County but this was more than offset by a decrease in the Venice district where cropland is being used for housing and industrial developments. In Florida, yields were slightly higher than in 1959 but quality was only fair at times. Shipments were maintained in relatively heavy volume from late March through mid-May, tapering off steadily during June. Shipments from California were moderate during the first half of the season, but were in heavy volume from mid-May through June. Shipping point prices in both states showed sharp week-to-week changes, averaging at a relatively low level in April, but increasing in May and June. Season average prices showed only a slight improvement from the relatively low levels of 1959. A smaller acreage in 1961 with average yields should bring supplies into better balance with market needs.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage with a normal abandonment of 6 percent in Florida and 1957-60 average yields by states will result in a production 2 percent less than in 1960 and 6 percent less than in 1959 and a tenth less than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Sweet Corn - Early Spring

(Florida and Texas)

Year	Acreage		Yield	Production	Price	Value
	:Planted:	:For Harvest:				
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>						
(planted acreage equal to 1960)	40,000		1/ 72	2,736		
<u>Background Statistics</u>						
1960 Prel.	40,000	38,200	74	2,814	3.93	11,055
1959	38,400	37,300	65	2,423	4.58	11,105
1954-58 Average	37,660	33,940	73	2/ 2,479	3.79	9,060
1949-53 "	35,080	32,280	58	2/ 1,871	4.34	7,807

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 228 in 1950, 88 in 1952, 115 in 1955, and 180 in 1959.

Comparisons and Comments: Increases in acreage in Florida and Texas, combined with a relatively high yield per acre in Florida, resulted in a 1960 production about a sixth more than in 1959. Crops in both states were damaged by freezing temperatures in late winter and acreages were replanted. Harvest started late and, because of replanting, many Florida fields reached maturity during May, causing bunching in shipments. Shipments from Florida during April were less than half the level recorded in April 1959, but shipments during May and June were substantially more than a year earlier. Prices held at relatively high levels through April but trended downward during May and into June. Prices averaged substantially less than the high level of 1959 but exceeded the five-year average. It is anticipated that supplies of processed corn in the spring of 1961 will be at moderate levels. Production of early spring sweet corn expanded sharply during the early 1950's but has shown no trend in recent years. A 1961 supply moderately smaller than in 1960 would be adequate to meet anticipated market demands.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage, with an abandonment of 5 percent and a 1956-60 average yield, would result in a production 3 percent less than in 1960 but 13 percent more than in 1959 and 10 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Sweet Corn - Late Spring

(South Carolina, Georgia, Alabama, and California)

Year	: :Planted:	Acreage For Harvest:	: Per Acre	Yield :	: Production:	: Price	: Value
		(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production  
(planted acreage 5 percent  
more than in 1960) 12,500

1/ 60 728

Background Statistics

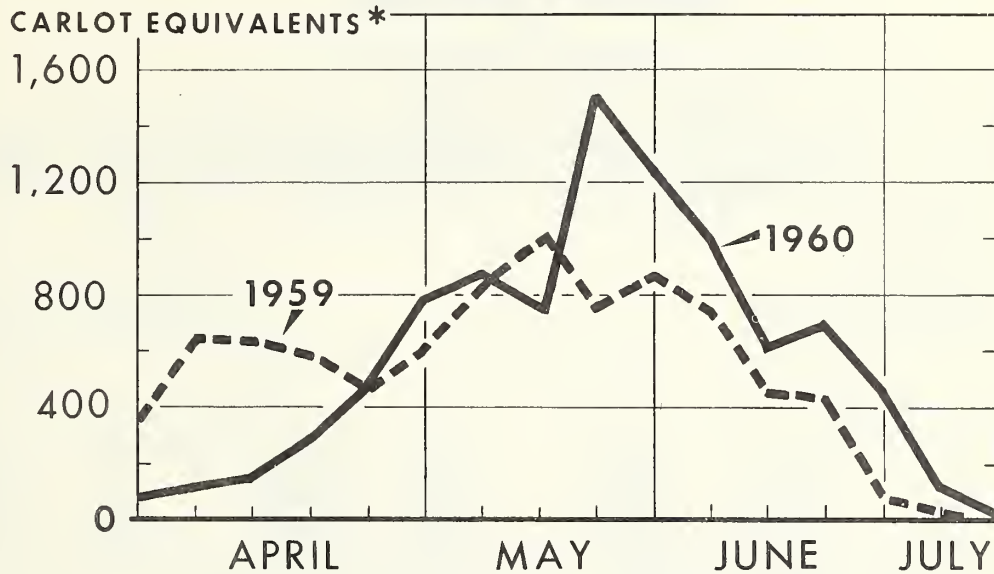
1960 Prel.	11,900	11,700	55	644	4.84	3,119
1959	14,100	13,700	62	852	4.34	3,701
1954-58 Average	14,020	13,620	58	795	4.39	3,444
1949-53 "	17,560	16,120	51	810	4.31	3,472

1/ 1957-60 average yield.

Comparisons and Comments: All late spring states planted less acreage in 1960 compared with 1959. Growing conditions were generally favorable in the southeastern states and good yields were obtained. The crops in these areas were delayed slightly by cool, wet weather but volume supplies were available by mid-June. During the first portion of the marketing period there was an unusually heavy overlap with the preceding spring crop in Florida, and prices were depressed. The season average price received by Georgia growers was low. The supply situation improved as the season progressed and returns to Alabama and South Carolina growers were more favorable. The spring crop in California was the smallest in recent years and was a third less than in 1959. Prices were high as the season opened, then declined to moderate levels in June as shipments reached volume. The season average price in California was well above the low level in 1959 and moderately above average. Producers in all areas should be able to market readily a 1961 crop moderately larger than in 1960. With normal timing of the Florida harvest in 1961, growers in the Southeast can anticipate a better demand than in 1960.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with 1957-60 average yield, will result in a production 13 percent more than in 1960 but 15 percent less than in 1959.

## SWEET CORN SHIPMENTS, EARLY SPRING SEASON



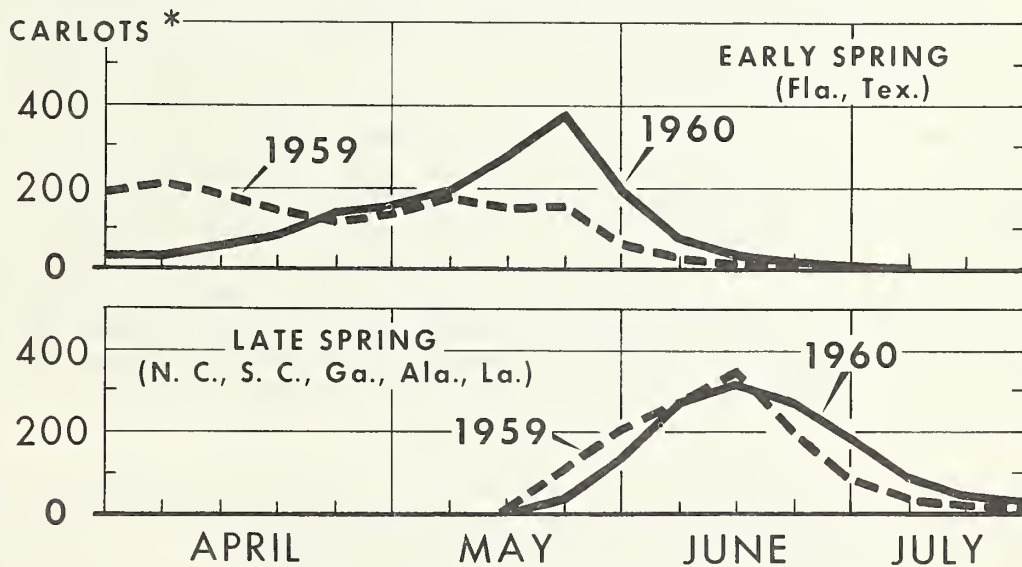
\*TOTAL RAIL AND TRUCK, FLA. AND TEX.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8176-60 (10) AGRICULTURAL MARKETING SERVICE

## CUCUMBER SUPPLIES, SPRING 1960

*Unloads, 38 Cities*



\* RAIL AND TRUCK COMBINED

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8177-60 (10) AGRICULTURAL MARKETING SERVICE



1961 Acreage-Marketing Guides  
Spring Vegetables

Cucumbers - Early Spring

(Florida and Texas)

Year	Acreage		Yield		Production	Price	Value
	Planted	For Harvest	Per Acre				
	(acres)		(cwt.)	(1,000 cwt.)		(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production  
(planted acreage 5 percent  
less than in 1960) 12,100

1/ 75      805

Background Statistics

1960 Prel.	12,800	11,700	77	2/ 900	7.45	5,672
1959	11,200	10,500	76	2/ 794	8.36	6,059
1954-58 Average	13,480	11,800	81	2/ 941	6.27	5,311
1949-53 "	12,860	10,740	73	2/ 793	6.77	4,870

1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 17 in 1950, 244 in 1951, 191 in 1954, 50 in 1955, 18 in 1957, 209 in 1958, 69 in 1959, and 139 in 1960.

Comparisons and Comments: In 1960, there was a moderate increase in planted acreage in Florida and a substantial increase in Texas. Much of the Florida acreage was replanted after being flooded in mid-March. But the replanted crop developed fairly well and the acreage harvested was 8 percent more than in 1959. Adverse weather early in the season also affected the plantings in Texas but the acreage for harvest was nearly a fourth more than in 1959. Average yield was moderate in Florida and unusually high in Texas. Production in Texas was relatively heavy. In Florida, it was 13 percent less than the 1954-58 average. Florida marketings, primarily from Pompano, were much less than normal in April. In early May harvesting became active in the Ft. Myers and Wauchula areas and movement rapidly reached peak levels. Marketings continued well above normal and were excessive as central and north Florida areas began active harvest in late May. Shipping point prices were high as the season started but declined sharply to moderate levels in late April. With further declines, prices reached low levels in late May and early June. About a fifth of the crop was not marketed because of low prices. Most of the Texas crop was sold during the last half of May at low prices.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage with normal abandonment and 1956-60 average yields by states would result in a production 11 percent less than in 1960.

1961 Acreage-Marketing Guides  
Spring Vegetables

Cucumbers - Late Spring

(North Carolina, South Carolina,  
Georgia, Alabama, Louisiana, and California)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : : Price : (\$ per cwt.)	: : : Value : (\$1,000)
<u>1961 Acreage Guide and Probable Production</u> (planted acreage equal to 1960)					
	12,550	<u>1</u> / 66	824		
<u>Background Statistics</u>					
1960 Prel.	12,550	12,550	67	840	4.57 3,835
1959	13,650	12,950	67	866	4.59 3,973
1954-58 Average	13,734	13,674	64	<u>2</u> / 884	4.26 3,678
1949-53 "	14,630	14,560	59	<u>2</u> / 850	4.17 3,303

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 86 in 1949, 148 in 1950, 16 in 1951, 8 in 1954, 51 in 1955, and 7 in 1958.

Comparisons and Comments: Planted acreage of late spring cucumbers was 8 percent less than in 1959. Acreage for harvest, however, was only slightly less than in 1959 when part of the North Carolina plantings were lost. Crops were delayed by cool, wet weather during March and early April. Most of the delay was overcome and yields were greatly improved later in the season. As a result, production in the southeastern states, where about half the crop is grown, was a little larger than in 1959. The heavy volume of marketings from late spring states in June depressed prices in major eastern producing states to low levels. A slight further decline occurred for movement that continued into July and overlapped volume shipments from principal early summer states. Production in California was down about a fifth from 1959 because of less acreage and moderately lower yields. In California, prices were well above 1959 levels for light volume during April and early May and held at moderate levels as supplies increased during June and July. Season average prices were low in all states other than California. An acreage equal to that in 1960 should provide an adequate quantity in 1961. Normal timing of harvest between seasonal crops should provide more favorable market conditions in 1961.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with no abandonment and 1954-58 average yields by states will result in a production 2 percent less than in 1960 and 7 percent less than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Eggplant

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>						
(planted acreage 20 percent less than 1960)	1,000		1/ 116	116		
<u>Background Statistics</u>						
1960 Prel.	1,300	1,200	125	150	5.00	750
1959	1,100	1,000	115	115	6.50	748
1954-58 Average	1,140	1,140	116	2/ 130	4.96	607
1949-53 "	1,340	1,300	112	2/ 142	4.25	569

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 28 in 1949, 14 in 1950, 13 in 1955, 5 in 1956, and 13 in 1958.

Comparisons and Comments: Production of eggplant in the spring of 1960 was 30 percent larger than in 1959, reflecting much higher yields and an 18 percent increase in acreage. The crop for early season harvest was adversely affected by the cold winter weather. Consequently, supplies through most of April were only moderate. But the later acreage made good progress and by early May shipments had reached volume proportions. Movement continued fairly heavy through mid-June. Prices were low during the major portion of the season and only the better quality sold readily. For the season, prices received by growers averaged considerably below a year earlier. The short-term market for eggplant is somewhat limited and when supplies are only slightly above current needs, the market is depressed significantly. Economic abandonment has occurred frequently in years when production exceeded 125,000 hundredweight. But with crops below this level, growers usually have fared well. In 1961, an acreage smaller than in 1960 would provide ample supplies for the indicated market requirements.

1961 Guide: The 1961 guide is a planted acreage 20 percent less than 1960. Such an acreage, with no abandonment and a 1954-58 average yield, will result in a production 23 percent less than in 1960.



1961 Acreage-Marketing Guides  
Spring Vegetables

Lettuce - Early Spring

(North Carolina, South Carolina, Georgia, Arizona,  
New Mexico, and California)

Year	: Acreage	: Yield	:	:	:
	: Planted: For Harvest:	: Per Acre	: Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage 5 percent  
more than in 1960) 44,600

1/ 148      6,616

Background Statistics

1960 Prel.	42,450	42,100	165	6,967	4.16	29,016
1959	53,280	51,950	139	7,201	2.84	20,471
1954-58 Average	46,890	46,460	133	<u>2/</u> 6,199	4.46	27,576
1949-53 "	48,250	47,910	119	<u>2/</u> 5,674	4.07	23,018

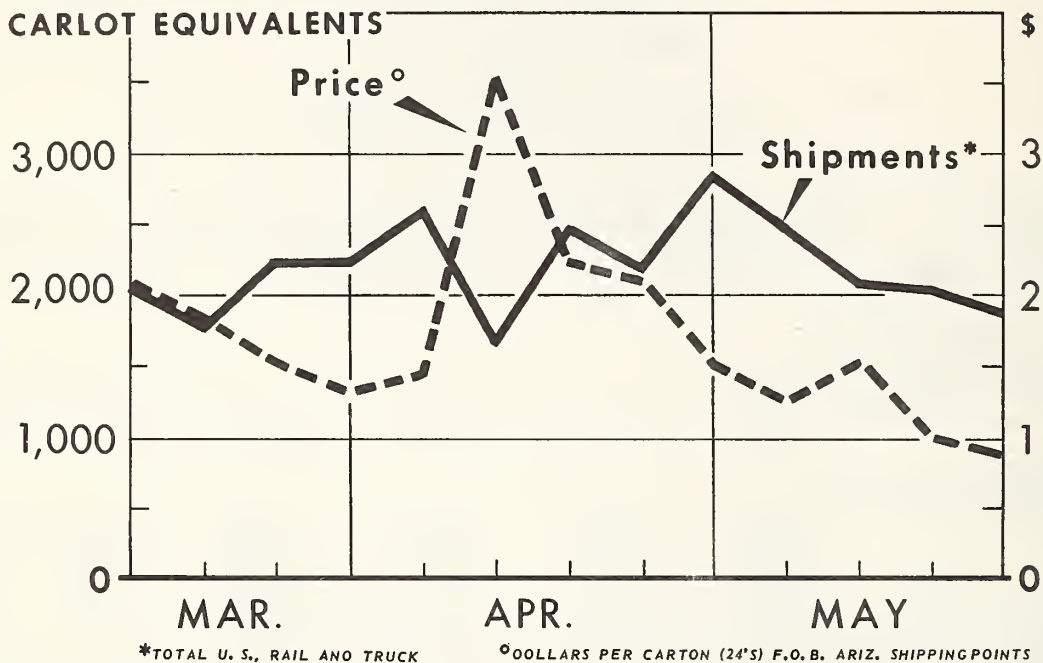
1/ 1956-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 10 in 1949, 9 in 1950, 7 in 1952, 83 in 1953, 31 in 1954, 14 in 1956, 90 in 1957, and 73 in 1958.

Comparisons and Comments: Discouraged by low prices in 1959, growers cut acreage one-fifth in 1960. In Arizona, plantings were reduced by 19 percent as decreases in the Phoenix and Aguila sections heavily offset a small increase in the Willcox area. Acreage was cut back 22 percent in California and reduced substantially in the smaller producing states. High yields in the West nearly offset acreage reduction. Total early spring production was 3 percent less than in 1959 but 12 percent above the 1954-58 average. Arizona shipments began in early March, peaked in April and extended into June. Movement from the Salinas-Watsonville district of California was heaviest in late May and early June. Shipping point prices varied widely, opening at moderate levels, then moving to a seasonal high in late April as the Phoenix deal passed peak volume. Prices declined as supplies became available from Aguila and central California and hit distress levels as the Willcox and central California movement peaked. Season average prices turned out relatively high in Arizona and moderate in California. Prices ranged widely for the comparatively small quantities produced in the other early spring states.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with no abandonment and 1956-60 average yields by states, will result in a production 5 percent below 1960.

## LETTUCE: SPRING SEASON, 1960



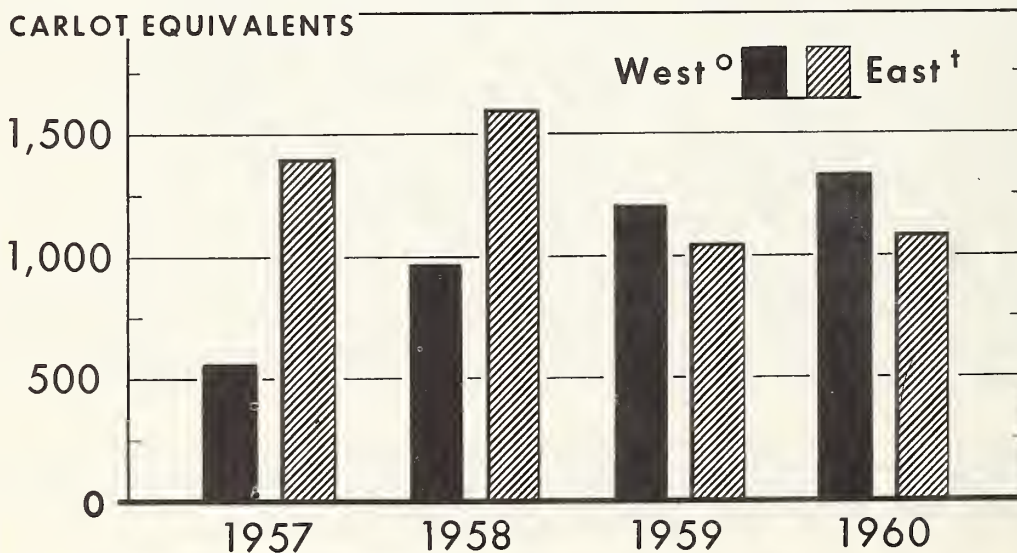
U. S. DEPARTMENT OF AGRICULTURE

NEG. 8093-60 (9)

AGRICULTURAL MARKETING SERVICE

## AREA COMPETITION, SPRING LETTUCE

*Unloads Eastern Markets\* by Source*



\*TOTAL UNLOADS IN JUNE IN PHILADELPHIA, WASHINGTON, O. C., PITTSBURGH, NEW YORK, BOSTON, BALTIMORE.

<sup>°</sup>ARIZ. AND CALIF.

<sup>†</sup>MASS., CONN., N. J., AND PA.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8181-60 (10)

AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides  
Spring Vegetables

Lettuce - Late Spring

(Massachusetts, Connecticut, New Jersey,  
Pennsylvania, Washington and Oregon)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : : Price :	: : : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960)

7,150                      1/ 159                      1,080

Background Statistics

1960 Prel.	7,150	6,900	156	1,075	3.53	3,790
1959	7,580	7,180	141	1,013	3.25	3,288
1954-58 Average	8,056	7,614	159	2/ 1,209	4.45	5,373
1949-53 "	8,232	7,806	140	2/ 1,091	4.58	4,940

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 66 in 1949, 42 in 1950, and 15 in 1954.

Comparisons and Comments: In 1960, growers reduced plantings of lettuce for late spring harvest to the lowest point since 1947. Cold, wet weather in the Northwest retarded crop progress and yields in Oregon were considerably below average. However, yields in New Jersey and New England were substantially better than a year ago and offset the negative influences for the seasonal group. In total, production was 6 percent larger than in 1959 but 11 percent smaller than the 1954-58 average. Harvest in New Jersey and New England began in mid-May and reached volume proportions by the end of the month. Harvest of the Northwest crop did not begin until mid-June. New Jersey shipping point prices were low for heaviest volume in early June and discouraged complete cuttings. Returns moved to moderate levels later in the season. Supplies from California and Arizona strongly influence prices received by late spring growers. In 1960, lettuce available from these two states was more than adequate and late spring growers felt the pressure of this competition. Season average prices in New Jersey were low for the second consecutive year. Production in the West can be counted on to continue at a level near market saturation. Growers in the eastern states should anticipate intensive competition from this source in 1961.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage with a normal abandonment of 5 percent and a 1954-58 average yield will result in a production about equal to 1960.



1961 Acreage-Marketing Guides  
Spring Vegetables

Onions - Early Spring

(Texas)

Year	: Acreage :Planted:For Harvest (acres)	: Yield : Per Acre (cwt.)	: : Production: (1,000 cwt.)	: : Price: (\$ per cwt.)	: : Value (\$1,000)
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1961 Acreage Guide and  
Probable Production

(planted acreage equal

to 1960)

29,500

1/ 88

2,518

Background Statistics

1960 Prel.	29,500	25,000	110	2,750	2.95	8,112
1959	34,000	33,000	65	2,145	5.40	11,583
1954-58 Average	37,960	36,820	76	<u>2</u> / 2,754	3.42	8,846
1949-53 "	45,880	34,740	61	<u>2</u> / 1,839	4.02	6,840

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 165 in 1950, 421 in 1953, and 900 in 1956.

Comparisons and Comments: A moderate increase in planted acreage in the Raymondville-Lower Valley area was offset by lower acreages in all other districts in 1960. The sharpest reduction occurred in the Coastal Bend, where planted acreage was 3,300 acres less than 1959 and harvested acreage was 6,800 acres less. Seed stems occurred in all districts, but were particularly troublesome in the Coastal Bend and Winter Garden areas. Light shipments commenced from the Lower Valley the first part of February. However, cold, damp weather delayed harvesting in volume until mid-March. Thereafter, movement increased sharply as other districts commenced shipping and shipments peaked in mid-April. F.O.B. shipping point prices ranged between moderate and relatively low levels during the season, reflecting the generally poor quality and heavy supplies. In order to take advantage of a more favorable price level for medium sized onions, many Laredo growers harvested their crop earlier than usual. Strong competition with storage stocks is in prospect during the early part of the 1961 early spring marketing season as indications point to above average onion stocks on January 1, 1961.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with 3 percent abandonment and a 1956-60 average yield, will result in a production 8 percent less than in 1960, and the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Onions - Late Spring

(California, Arizona, North Carolina, Georgia, and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(see 1961 guide below)

9,400

1/ 228

2,072

Background Statistics

1960 Prel.	10,350	9,950	222	2/ 2,210	2.52	4,654
1959	12,900	12,400	228	2/ 2,829	2.89	6,596
1954-58 Average	13,730	12,890	150	2/ 1,928	3.71	6,780
1949-53 "	16,952	16,626	131	2/ 2,157	3.21	6,241

1/ 1956-59 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 200 in 1951, 691 in 1953, 98 in 1954, 289 in 1958, 550 in 1959 and 360 in 1960.

Comparisons and Comments: Acreage was down from 1959 in all states, with Texas showing the greatest decrease. The lower acreage was offset by high yields, resulting in excessive production and low prices during most of the season. Production was 22 percent below 1959, but 15 percent larger than the 1954-58 average. Cold, wet weather plagued Texas during the planting season and delayed progress early in the growing season. In Georgia, many fields developed seeders, thus lowering quality. The important Stockton, California district started shipping in early June and prices were at relatively low levels until late in the season. Some acreage in the earlier California districts were disked because of low prices. Almost a third of the Arizona production was abandoned because of low prices. Season average prices were disappointing in all the late spring states. In order to bring production in line with potential market demand, additional adjustment is required for the 1961 crop.

1961 Guide: The 1961 guide is a planted acreage 15 percent less than 1960 in California and Arizona, and equal to 1960 in all other states. Such acreages, with normal abandonment and a 1956-59 average yield by states, will result in a production 6 percent less than 1960, but 7 percent more than the 1954-58 average.



1961 Acreage-Marketing Guides  
Spring Vegetables

Peas - Early Spring

(California)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>					
(planted acreage equal to 1960)	3,300	1/ 37	122		
<u>Background Statistics</u>					
1960 Prel.	3,300	3,300	37	122	9.00 1,098
1959	3,900	3,900	41	160	9.30 1,488
1954-58 Average	4,980	4,760	34	148	8.38 1,230
1949-53 "	8,490	8,330	34	282	7.60 2,099
1/ 1955-59 average yield.					

Comparisons and Comments: The 1960 acreage of spring season fresh peas was small - about 15 percent below 1959 and 34 percent less than the 1954-58 average. Yields in the early harvesting Kern County district were low because of warm weather. But conditions were more favorable in other producing areas and the State average yield was slightly above the 1954-58 average. Shipments began in early April, continuing at a steady pace until late in June. Prices for good quality peas were high as the season started, declined to low levels in May, then recovered to high levels during the latter portion of the season. On the average, prices received by growers were below the high level of 1959 but above the 1954-58 average. Fresh peas have been largely displaced in the market by the frozen product and a continued gradual shift is likely. Frozen supplies are expected to be smaller in the spring of 1961 than in 1960. Canned peas also will be in smaller supply. However, the demand for the fresh probably will not change significantly. A 1961 supply equal to that in 1960 would be ample.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production equal to 1960.



1961 Acreage-Marketing Guides  
Spring Vegetables

Green Peppers

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960) 8,600

61 488

Background Statistics

1960 Prel.	8,600	7,700	74	570	9.90	5,643
1959	8,600	6,700	45	302	15.90	4,802
1954-58 Average	8,680	7,860	61	2/481	11.46	5,090
1949-53 "	8,360	7,800	63	2/494	9.40	4,349

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 68 in 1950, 32 in 1951, 18 in 1954, 36 in 1955, and 38 in 1958.

Comparisons and Comments: The total acreage of peppers planted for spring harvest was equal to that in 1959 and the 1954-58 average. Extensive replanting following the heavy rains during March, and the more favorable weather in late April, May and June resulted in an acreage for harvest much larger than in 1959. A record high average yield was obtained in 1960. Production was nearly double the small 1959 crop and 19 percent more than the 1954-58 average. The major effect of the adverse weather was an unusually heavy bunching of market supplies for a short period in mid-April and during the first half of June. The Pompano area was the principal source of supply in April and early May. Prices reached a low level in late April then increased steadily to fairly high levels as marketings during most of May were relatively light. Volume from central Florida areas increased gradually until early June when marketing became general throughout the production areas in the northern half of the state. Prices were at very low levels in June. With a normal harvest pattern in 1961, growers should be able to obtain more favorable prices for the crop from an acreage equal to 1960.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage with normal abandonment and a 1954-58 average yield would result in a production 14 percent less than in 1960 but 1 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Shallots

(Louisiana)

Year	: Acreage : :Planted:For Harvest:	: Yield : :Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1960)

1,400                      1/ 23                      27

Background Statistics

1960 Prel.	1,400	1,200	18	22	4.30	95
1959	1,900	1,600	16	26	5.00	130
1954-58 Average	2,500	2,340	25	2/ 60	5.58	298
1949-53 "	2,220	2,220	26	60	6.71	381

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1955 and 10 in 1956.

Comparisons and Comments: The production of shallots for spring season harvest has been at low levels the past few years. The crop in 1960 was 15 percent smaller than in 1959 and less than half the 1954-58 average. Unfavorable markets and frequent production problems have resulted in sharp acreage reductions and, in most years, low yields. Plantings in 1960 were down about 26 percent from 1959. Yields were only slightly above the extremely low level of 1959 and much below average. The movement to market was very light and quality was only fair during the first half of the season. More favorable growing conditions in late March resulted in improved quality and shipments increased slightly. Prices to growers for the season averaged at low levels, reflecting the light demand and lack of good quality. It is likely that market outlets for this commodity will continue to be restricted; possibilities for a profitable operation are limited. An acreage in 1961 equal to 1960 would provide adequate supplies to meet market needs.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 15 percent and a 1955-59 average yield, will result in a production 23 percent more than in 1960.

1961 Acreage-Marketing Guides  
Spring Vegetables

Spinach

(Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio  
Missouri, Maryland, Virginia, Arkansas and Oklahoma)

Year	Acreage		Yield		Price		Value
	:Planted:	:For Harvest:	:Per Acre	:Production:	:(\$ per	:(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and Probable Production

(planted acreage equal to 1960)

7,000

1/ 62

408

Background Statistics

1960 Prel.	7,030	5,980	61	364	5.34	1,943
1959	6,990	6,590	59	392	5.04	1,976
1954-58 Average	8,884	8,314	62	2/ 519	4.82	2,472
1949-53 "	12,620	11,984	62	2/ 746	4.68	3,448

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 13 in 1951, 10 in 1954, 9 in 1955 and 3 in 1956.

Comparisons and Comments: Production of spring season spinach reached a record low in 1960. The crop was 7 percent below 1959 and 30 percent below the 1954-58 average. Most of the reduction from 1959 was due to unusually cold weather during the early part of the growing season. Extensive losses of wintered-over acreage occurred in Maryland and Virginia and yields in the early harvesting states were reduced materially. Crops in all states were delayed several weeks by the unfavorable weather. Prices held at high levels through April then declined sharply as shipments became heavy in May. Season average prices received by growers were moderately higher than in 1959. Much of the long-term decline in fresh spinach production reflects consumers' preference for the frozen product. This gradual shift is likely to continue. Frozen supplies were large in 1960 and abundant supplies are expected in 1961. In spite of the strong competition from the frozen, producers probably can market readily in 1961 a fresh supply larger than in 1960. Such an increase would be obtained from an acreage equal to 1960, provided normal weather prevails.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage, with a normal abandonment of 6 percent and a 1954-58 average yield, will result in a production 12 percent more than in 1960.



1961 Acreage-Marketing Guides  
Spring Vegetables

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1961 Acreage Guide and Probable Production (see 1961 guide below)	53,100	77	3,799		
<u>Background Statistics</u>					
1960 Prel.	41,700	34,100	101	3,456	9.58 33,117
1959	47,300	46,800	86	4,051	7.12 28,786
1954-58 Average	59,560	53,480	74	2/ 3,923	7.84 29,836
1949-53 "	59,880	55,320	65	3,604	7.38 26,681

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 102 in 1954, 100 in 1956 and 305 in 1958.

Comparisons and Comments: Early spring acreage was down substantially in 1960, with the greatest decrease occurring in Texas. Florida acreage was the lowest since 1947, but was offset by record high yields. Total production was 14 percent less than 1959 and 12 percent below the 1954-58 average. Adverse weather affected crops in each state. California experienced a freeze and excessive rains in January, while Texas and Florida experienced adverse weather intermittently through most of the growing season. Florida movement peaked in late May, while Texas shipments peaked in mid-June (about 3 weeks later than usual). F.o.b. prices were at high levels during most of the season. The bulk of the California crop was marketed on the West Coast and returned high prices. Florida growers also received a high season average price, while the Texas season price was moderate. With average yields, a substantial increase in Florida and Texas acreage is needed in 1961 to provide adequate supplies.

1961 Guide: The 1961 guide is a planted acreage 30 percent more than 1960 in Florida and Texas, and 5 percent more than 1960 in California. Such acreages, with normal abandonment and 1955-59 average yields by states, would result in a production 10 percent more than 1960, but 3 percent below the 1954-58 average.

1961 Acreage-Marketing Guides  
Spring Vegetables

Tomatoes - Late Spring

(South Carolina, Georgia, Mississippi, Louisiana and Texas)

Year	Acreage		Yield		Price		Value
	Planted	For Harvest	Per Acre	Production	\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)		

1961 Acreage Guide and Probable Production

(see 1961 guide below)

23,400

1/ 37

832

Background Statistics

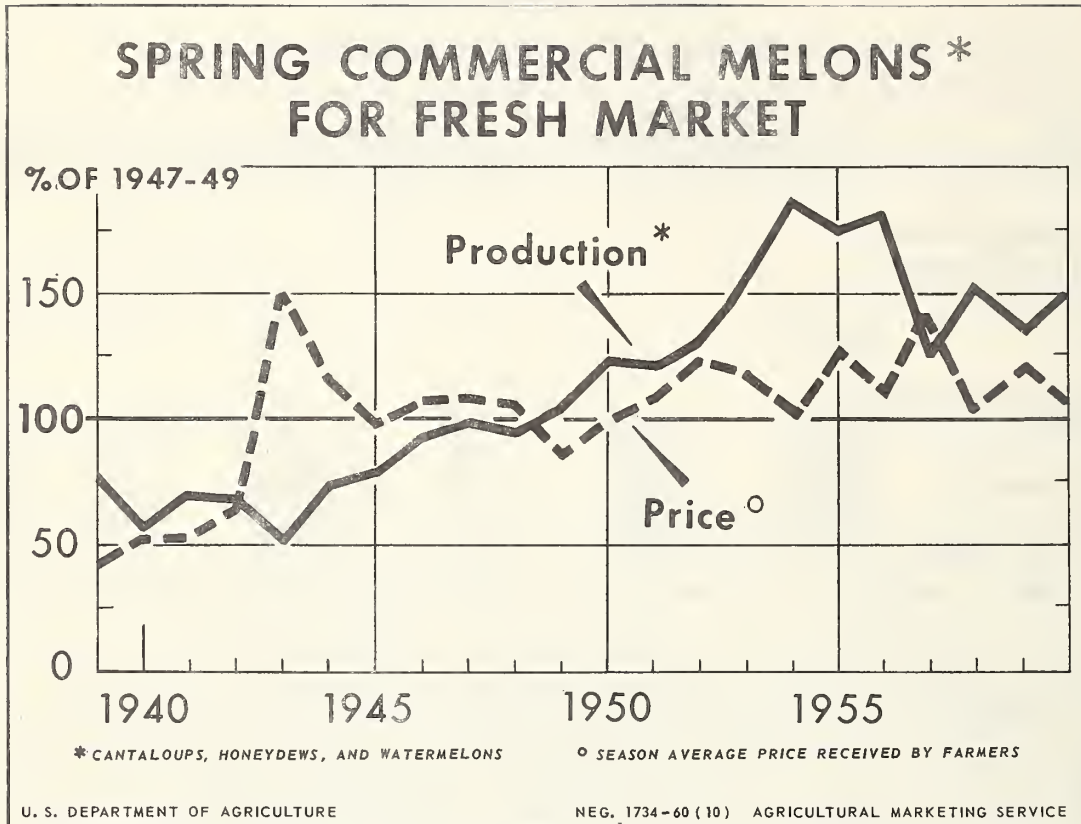
1960 Prel.	20,200	19,000	39	741	6.89	5,104
1959	25,500	24,600	42	1,031	5.46	5,629
1954-58 Average	43,800	38,660	33	2/ 1,290	5.44	6,752
1949-53 "	47,580	40,860	34	1,407	6.78	8,914

1/ 1955-59 average yields by states.

2/ Includes 213,000 cwt. not marketed in 1958 and excluded in computing value.

Comparisons and Comments: The upward trend in acreage continued in South Carolina, but was more than offset by substantial decreases in the other states. Georgia, with acreage down 50 percent, registered the largest decrease. Total production continued downward in 1960 and was the smallest on record. South Carolina was later than usual because of delayed plantings, while setting of plants in Georgia was also very late. In addition, adverse weather resulted in a shortage of plants in Georgia. In East Texas, light harvest started in early June and was active from mid-June through the end of the month. Marketing difficulties continued to plague East Texas growers as their crop was overlapped by volume shipments from the delayed Texas early spring season. In addition, adverse weather took its toll. Season average prices were substantially above 1959 in all states except Texas. In 1961, growers should be able to find satisfactory markets for a crop larger than in 1960.

1961 Guide: The 1961 guide is a planted acreage 50 percent more than 1960 in Georgia and 5 percent more than 1960 in all other states. Such an acreage, with normal abandonment and 1955-59 average yields by states, will result in a production 12 percent more than 1960, but 36 percent less than the 1954-58 average.



Total production of melons in 1960 was 14 percent larger than in 1959 and 50 percent above the 1947-49 average. Most of the increase over 1959 was the result of a much larger watermelon crop in Florida. Prices received by watermelon growers were extremely low and large quantities were abandoned. The relatively small cantaloup crop was of high quality and market demand was strong. Returns to producers were fairly high.



1961 Acreage-Marketing Guides  
Spring Vegetables

Cantaloups

(Arizona, California, Florida, and Texas)

Year	: :Planted:	Average :For Harvest:	Yield : Per Acre	: :Production:	: : Price	: : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>						
(planted acreage 10 percent more than in 1960)	32,800		1/ 110	3,536		
<u>Background Statistics</u>						
1960 Prel.	29,800	29,300	114	3,347	5.59	18,714
1959	33,400	32,900	124	4,064	4.84	19,665
1954-58 Average	46,120	43,240	94	2/ 4,080	5.95	23,924
1949-53 "	35,720	35,440	102	3,605	4.92	17,956

1/ 1958-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 7 in 1955 and 10 in 1956.

Comparisons and Comments: Spring season cantaloup production in 1960 was nearly a fifth less than in 1959. Most of the reduction was due to smaller acreages in California and Arizona, where about 85 percent of the spring crop is produced. Shipments from these two states were light during May, then reached peak volume during June. Quality was good, particularly in Arizona, and market reaction was favorable. Prices averaged well above a year earlier. Growers in Texas experienced a difficult season with cold weather causing extensive acreage losses. Most of the acreage was replanted but the crop was marketed much later than usual. However, less competition from the far West bolstered the market and prices were favorable. The Florida crop also met with unfavorable growing conditions and yields were low. The bulk of the small crop was marketed during June at moderate prices. Less competition from the early summer crop contributed to the generally good price situation in 1960. Demand for spring cantaloups in 1961 should be at least as strong as in 1960. Growers should be able to market readily a production larger than in 1960.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage, with normal abandonment and 1958-60 average yield, will result in a production 6 percent more than in 1960 but 13 percent less than in 1959.

1961 Acreage-Marketing Guides  
Spring Vegetables

Watermelons - Late Spring

(Florida and California)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and

Probable Production

(planted acreage 5 percent  
more than in 1960) 87,800

1/ 91

7,630

Background Statistics

1960 Prel.	83,600	81,600	121	2/ 9,857	1.44	12,591
1959	85,700	80,700	80	6,462	2.45	15,812
1954-58 Average	107,520	101,520	91	2/ 9,254	1.78	14,967
1949-53 "	81,900	77,840	80	2/ 6,216	1.95	11,759

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,382 in 1950, 741 in 1954, 882 in 1955, 455 in 1956, 1,756 in 1958, and 1,129 in 1960.

Comparisons and Comments: Although 1960 spring acreages in California and Florida were below average, a record average yield resulted in a surplus spring production. Approximately an eighth of the Florida crop was not harvested. A near-record low average price was reported in both states. Most of the marketing difficulties experienced by Florida growers were due to weather. Freezing temperatures in January and February killed early plantings. Much acreage was replanted in a relatively short period. The bulk of the crop reached maturity during June and shipments bunched. Shipments from Florida during June exceeded 15,000 carlot equivalents, about 50 percent more than were shipped in June 1959. In California's desert areas, cool weather during the last half of May slowed growth. As a result, only a small portion of the crop was shipped in May. Shipments tended to bunch during June and July. The delay in spring harvests in both states also resulted in a material overlap in spring and early summer shipments, with a consequential pressure on prices. A 1961 production much smaller than in 1960 would satisfy market needs. However, assuming average yields, a slight increase in acreage would be necessary to obtain this supply.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage, with average abandonment in Florida and 1954-58 average yields, will result in a production 23 percent less than in 1960, but 18 percent more than the relatively short crop of 1959 and 18 percent less than the 1954-58 average.

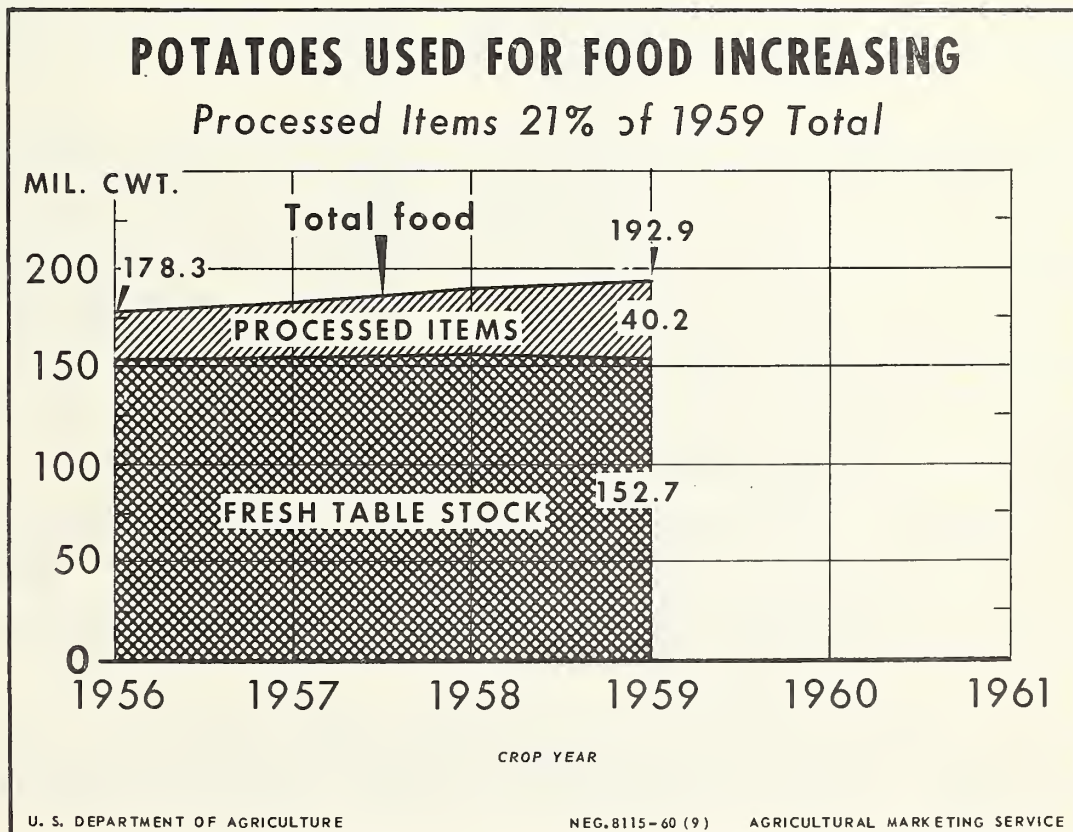


### 1961 Potato Acreage-Marketing Guides

The national marketing guide for potatoes is based on the total utilization of potatoes in the various outlets during past crop years. Most of the annual supply has been and will be utilized for food and seed. Levels and trends in utilization in food, seed, and the other established outlets are carried forward to establish potential future utilization. The total potential future utilization is the national marketing guide.

**Food Use:** The quantities of potatoes used for food trended upward in the four years ending 1959. Almost 193 million hundredweight of 1959 crop potatoes were used for food. This was 8 percent more food than in 1956. All of the gain in food utilization was accounted for by processed items, including chips, dehydrated and frozen products. Fresh or table stock utilization declined slightly. During the 1960 and 1961 crop years, food use is expected to increase because of continuing gains in utilization for processed items. Total fresh or table use is expected to show little change. During the 1961 crop year, expectations are that per capita food use will continue near the current level.

**Seed Use:** Since 1956, yearly seed utilization held within a narrow range, averaging slightly less than 22 million hundredweight. About 8 percent of the annual production was used for seed. Expectations are that the quantity of 1961 crop potatoes to be utilized for seeding 1962 crop acreage will be about equal to the average of recent years.





Residual Use: The tonnages of low quality potatoes diverted to starch and livestock feed outlets and those designated as shrinkage and loss vary with the size of the crop. Quantities of potatoes recorded in these so-called residual outlets would be at a minimum if 1961 crop potato production is held near the level as now proposed for the 1961 marketing guide.

National and Spring Guides: For the 1961 crop year, the proposed national potato marketing guide is 245 million hundredweight. The proposed guide is slightly less than the currently indicated production for 1960 but 3 percent more than the 1960 national guide of 238 million hundredweight. The national marketing guide is allocated to the seasonal crops and to the producing areas on the bases of relationships that prevailed during recent crop years. In the four years ending 1960, the combined early and late spring crops accounted for approximately 12 percent of the national potato production. The suggested marketing guide for 1961 spring potatoes, 28.7 million hundredweight, is almost 12 percent of the proposed national marketing guide.

The 1961 acreage guide suggested for the combined spring crops (announced by the USDA on September 26, 1960) is a planted acreage 6 percent less than in 1960. With average yields, the probable production from the guide acreage would be 28.7 million hundredweight. This would be 9 percent less than the spring production in 1960 but 7 percent more than in 1959 and 2 percent less than the 1954-58 average. The 1960 spring marketing guide was 26.9 million hundredweight. The seasonal classification of potatoes is based on the time when the bulk of the crop is usually harvested. Most of the early spring crop is harvested between April 1 and May 15. The late spring harvest is most active from May 16 to June 30.

Review of 1960 Season: A substantial increase in spring acreage, combined with a record yield per acre, resulted in a large spring potato production in 1960. Production totaled 31.5 million hundredweight, almost a fifth more than in 1959 and only slightly less than the 1957 record. Early spring production was slightly more than the moderate level of 1959 but late spring production was the highest in a decade. Most areas showed an increase in production compared with a year earlier. Production in Alabama was up 40 percent, Arizona 38 percent, South Carolina 30 percent, North Carolina 23 percent, California 17 percent and Texas 13 percent. The Florida early spring production was only slightly above 1959. Approximately 55 percent of the 1960 spring supply originated in California. This was slightly more than the 10-year average.

Spring crop harvest in most areas started late. California and Florida shipments reached volume about mid-April, two weeks later than usual. Late spring harvest in the southeastern States was from one to three weeks late. The erratic pattern in spring crop maturity resulted in relatively light supplies in the early spring and fairly heavy supplies from mid-spring into early summer.

Although the late spring supply was large, the marketing season was orderly, partly because a less than average supply of storage potatoes overlapped into the spring season. Also, the North Carolina harvest was late and most of this

1961 Acreage-Marketing Guides  
Potatoes - Early and Late Spring

Season and State	: : : :	Planted : : :	: : : :	Acreage : : :	:Percentage 1961: : : :	acreage guide : : :	Marketing : : :	guide : : :
	:	1960	:	1961	:	planted acreage:		1961
		<u>Acres</u>		<u>Acres</u>		<u>Percent</u>		<u>1,000 cwt.</u>
<u>Early Spring:</u>								
Florida		27,700		26,950		97		3,636
Texas		900		850		94		58
Total Early Spring		<u>28,600</u>		<u>27,800</u>		<u>97</u>		<u>3,694</u>
<u>Late Spring:</u>								
North Carolina:								
8 N. E. Counties		15,600		14,500		93		1,913
Other Counties		6,400		6,300		98		584
South Carolina		7,000		7,000		100		595
Georgia		1,600		1,600		100		96
Alabama:								
Baldwin area		15,500		14,800		95		1,908
Other		9,000		8,700		97		434
Mississippi		8,000		8,000		100		384
Arkansas		6,900		6,800		99		421
Louisiana		7,200		7,200		100		353
Oklahoma		4,600		4,300		93		255
Texas		8,800		7,800		89		491
Arizona		9,800		8,350		85		2,107
California		53,700		49,400		92		15,459
Total Late Spring		<u>154,100</u>		<u>144,750</u>		<u>94</u>		<u>25,000</u>
Total Spring		<u>182,700</u>		<u>172,550</u>		<u>94</u>		<u>28,694</u>

crop was marketed in the early summer. This reduced pressure of supplies in late spring. Shipments of Florida potatoes to fresh market for table use were relatively light as substantial quantities of round whites were utilized by chippers.

Prices received by Florida growers for 1960 spring supplies averaged substantially higher than in 1959. In other major spring areas, prices received averaged at moderate levels but appreciably less than a year earlier. Prices were high during April, trended downward during May and into June, but showed a moderate recovery during the last three weeks in June. Preliminary data indicate that the season average price received for 1960 spring potatoes was



\$2.68 per hundredweight compared with \$3.22 in 1959.

During the past decade spring production levels have shown sharp year-to-year changes. As could be expected, changes in production were accompanied by generally sharp changes in the opposite direction in season average price. From 1953 through 1960, year-to-year changes in spring production averaged 14 percent; changes in season average price averaged 46 percent. The inverse relationship of production and price causes a severe fluctuation in value of spring crop sales and/or income received by growers. In recent years value of spring crop sales ranged from \$43 million to \$98 million.

The quantity of storage potatoes carried into the spring marketing season affects prices received for spring potatoes. Storage supplies have a significant influence on prices during the early spring. This influence decreases as the spring marketing season progresses. Based on March 1 inventories, storage carryover into the early spring of 1960 was approximately 8 percent less than the carryover of a year earlier. However, the statistical supply of potatoes in the spring of 1960 was about equal to that reported a year earlier because the increase in spring production almost offset the decrease in storage supply.

Supplies of storage and spring potatoes from 1956 through 1960 follow:

Selected supply	: 1960	: 1959	: 1958	: 1957	: 1956
<u>Million cwt.</u>					
March 1 stocks in storage	57.0	62.1	52.0	58.9	48.7
Spring production	31.5	26.7	28.9	32.1	26.1
Total	88.5	88.8	80.9	91.0	74.8

It is anticipated that supplies of storage potatoes available to markets in the spring of 1961 will total slightly higher than in 1960. Inventories of processed food potatoes are expected to increase, and by the spring of 1961 may total moderately more than in 1960. Because of the expected increase in competing supplies, an acreage of spring potatoes in 1961 moderately less than in 1960 should provide supplies in line with market needs.

#### Summary For Selected Areas

**Alabama:** The 1960 potato acreage in Alabama totaled 24,500 acres. This was almost a fifth more than in 1959 and compares with the recent peak of 39,300 acres in 1953. Production totaled 2.6 million hundredweight compared with 1.9 in 1959 and 2.7 in 1958. Most of the production originates in the Baldwin area, and consists mainly of round red varieties. The predominant white



riety is the Sebago. Potatoes are also produced in northern Alabama in the counties of Cullman, DeKalb and Jackson. The crop in this area is marketed after the termination of the shipping season in southern Alabama.

The 1960 planting season was delayed from 3 to 4 weeks by cold temperatures. Weather during the growing season, however, was favorable and a crop of excellent quality was produced. Harvest also was late; digging began the week of May 15-21. Most of the supply was marketed between May 23 and June 21. The peak movement occurred the last week in May and the first week of June. As of late June 1960, shipments totaled 5,300 carlot equivalents, about double the quantity recorded in 1959. Most of the potatoes marketed from south Alabama are washed, graded on the basis of U. S. standards, and packed in 100 pound and 50 pound burlap sacks.

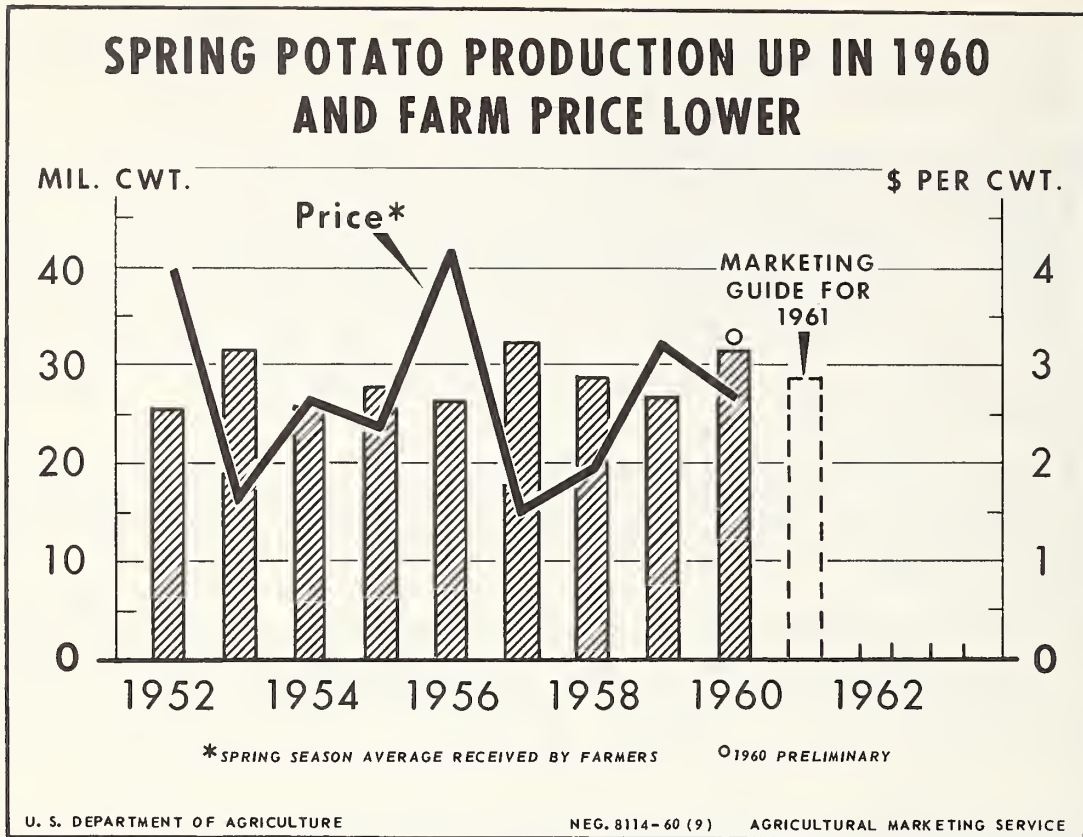
Shipping point prices in 1960 for Alabama round reds, U. S. No. 1, Size A, ranged from \$2.50 to \$3.25 per hundredweight, averaging about \$2.75. Sebago prices averaged \$3.00. Prices received were substantially below the respective levels of 1959.

Arizona: The 1960 potato acreage, yield, and production in Arizona were at record levels. Production was 2.7 million hundredweight, 38 percent more than in 1959. About two-thirds of the production consisted of round red varieties, a fourth Kennebecs and the remainder long whites. Long white production was cut back in 1960, but more Kennebecs were produced for chipping.

Although 1960 shipments commenced in early April, volume was not attained until the first week in May. Shipments peaked during the first half of June with volume continuing into early July. Shipping point prices for round reds, U. S. No. 1, Size A, exceeded \$3.00 per hundredweight the first half of May, declined to \$2.00 by the end of May, but increased gradually during June. Most sales were within the range of \$2.00 to \$2.50. Long white prices averaged \$3.00.

California: Kern County, California and the nearby counties of Tulare, Fresno, Madera and Kings provide more than half of the nation's supply of potatoes in the late spring season. The 1960 spring acreage in California was 53,700 acres, a fifth more than in 1959 and a tenth more (5,100 acres) than the USDA guide recommendation. Yield per acre in the California spring area is the highest in the nation. The 1960 yield per acre was 320 hundredweight compared with the area record of 325 in 1959. Production totaled 17.2 million hundredweight. In both 1959 and 1958, production was 14.6 million hundredweight. About four-fifths of the 1960 production consisted of the long white variety (White Rose). The remainder was about equally divided among round red varieties and the Kennebec round white variety; sales of Russet type potatoes accounted for less than one percent of the total.

Weather was favorable for crop development. However, cool nights late in the growing season retarded maturity. Harvest was interrupted from time to time in May by rains and in June by extremely high temperatures. Shipments reached volume in mid-April and peaked during the first week in June. From May 12th through June 23, daily volume, excluding week ends, exceeded 500 carlot equivalents. Very few potatoes were marketed after July 1. Kern County shipping



point prices for long whites, U. S. No. 1, Size A, opened in early April at \$4.75 per hundredweight, declining thereafter to the seasonal low of \$2.25 in the second week of June. Most sales were recorded within the range of \$2.25 to \$3.00.

The bulk of the California supply is sold for table use. The Kennebec variety is utilized for chipping. Supplies of low quality are diverted to air-strips for dehydration into livestock feed. In recent crop years as much as an eighth of the total production was diverted for air-strip dehydration.

Florida: Spring acreages in Florida are concentrated in Flagler, Putnam and St. Johns Counties. About 85 percent of the production is of the Sebago variety (round white), 10 percent round reds, mostly Pontiacs, and 5 percent of the recently developed round white variety, the Pungo.

Since 1955, spring acreage has ranged from 25,000 acres to 31,000. In 1960, plantings totaled 27,700 acres, about a tenth more than in 1959. Yield per acre was low in 1959 and in 1960. Yield was reduced in 1959 by too much rain and in 1960 by both rains and frosts. The 1960 yield was affected also by early digging in response to high prices. The 1960 production totaled 3.2 million hundredweight compared with 3.1 in 1959 and 4.7 in 1958.

Shipments started the first week of April but volume was not attained until



the week of April 11. Opening f.o.b. prices for Sebagos were high, about \$8.00 per 100 pound sack. Prices dropped to \$4.00 by early May and to \$3.00 by early June. Because of early digging, sizes were small in April and stock of 1-5/8 inches minimum diameter was the usual size sold. Early in May the size of most stock for sale had increased to 1-7/8 inches minimum diameter. Much of the Hastings area Sebago production was under pre-season contracts to chippers. This reduced the day-to-day supply available to table markets.

First sales of round reds were on April 28th at \$2.60 per 50 pound sack, U. S. No. 1. Prices declined to \$2.25 in the second week in May and to \$1.50 by the end of May.

North Carolina: Spring acreage is concentrated in the eastern part of the state in the Counties of Camden, Pasquotank, Currituck, Pyrell and Beaufort. Most of the production, about 90 percent, is of round white varieties including Cobblers, Sebagos, Pungos, and Katahdins, and 10 percent is of round reds. The 1960 plantings totaled 22,000 acres compared with 20,000 in 1959. The 1960 yield of 138 hundredweight was a state record. Production totaled almost 3.0 million hundredweight compared with 2.4 in 1959 and 2.6 in 1958. Harvest and marketing is most active from June 5 to July 25. In 1960, the peak week of harvest was July 4-9 which was about the same as the competing areas in Virginia.

The relatively large production in North Carolina in combination with large supplies in competing areas pressured prices downward during the 1960 shipping season. Shipping point prices for 100 pound sacks of Cobblers, U. S. No. 1, Size A, opened at almost \$3.00 in mid-June, declined to \$1.85 by July 1 and to \$1.35 as of July 21. Prices received for other round white varieties averaged slightly above those for Cobblers. Round red prices averaged about \$3.00 per hundredweight.

South Carolina: Plantings in 1960 totaled 7,000 acres. This was 8 percent more than in 1959 but about equal to the USDA guide. Average yield per acre equalled the 1957 state record and resulted in a production of 700 thousand hundredweight, the largest since 1957. The Sebago variety predominates in South Carolina. Plantings are concentrated in Charleston County. Smaller acreages are scattered in other eastern areas.

Rains delayed planting in 1960 but weather during the growing season was generally favorable. The crop came to maturity about a week later than normal. Harvesting was active in June and shipments peaked at mid-month. Shipping point prices for Sebagos, U. S. No. 1, Size A, ranged from \$3.00 to \$3.25 per hundredweight. Size B prices were mostly \$1.50.



